LARGE SYSTEMS

REQUIREMENTS

IN GERMANY

A CUSTOM STUDY

FOR

NATIONAL ADVANCED

SYSTEMS (EUROPE)

CORPORATION

BY

INPUT LIMITED

APRIL 1984

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I. SAMPLE

A. ORGANISATIONS INTERVIEWED

- Twenty organisations were interviewed, and are listed with their classification in Exhibit GI-1.
  - The distribution by CPU manufacturers was as follows:-
    - IBM 37% (11)
    - NAS 30% (9)
    - Siemens 20% (5)
    - Amdahl 10% (4)
    - BASF 3% (1)
  - The distributor of equipment is shown in Exhibit GI-2
- "Other" vendors refers mainly to tape and disk manufacturers such as Memorex, STC & CDC.
- A number of respondents had more than one CPU. 3 sites have two 'brands' of machines, IBM being one in all cases.

B. METHODOLOGY

- Of the twenty interviews, 11 were conducted by telephone and nine in person.

EXHIBIT G1.1

COMPANIES INTERVIEWED - GERMANY

ABC Barkredit Bank	IBM
Deutsche Ban-und Bodenbank	NAS
Verband der AOK'en Rheinland Delete Siemens	IBM/~~Siemens~~
Deutsche Ring	Amdahl
Gemeinnitzigt Urlanbskasse fir des Malerhandwek	IBM
Hessen Nassarische Versicherung	NAS
KGRZ - Wiesbaden	IBM/NAS
Vorwerk u. Co.	BASF
Veith - Pirelli	IBM
Franksche Eisenwerke	~~Siemens~~
Zweites Deutsches Fernsehen	IBM
Internationale Consulting v. Rechenzentrum im Altenschemel	IBM
AC Rechenservice	~~Siemens~~
Compsat	~~Siemens~~
Hamburg-Mannheimer Versicherungs AG	IBM/Amdahl
KGRZ - Starkenburg	IBM/NAS
Elring Dichtungswerke	NAS
Zusaltzverrorgungs Kasse des Baugenerkes	~~Siemens~~
Klöckner-Beconit	IBM

Distribution by Business Type

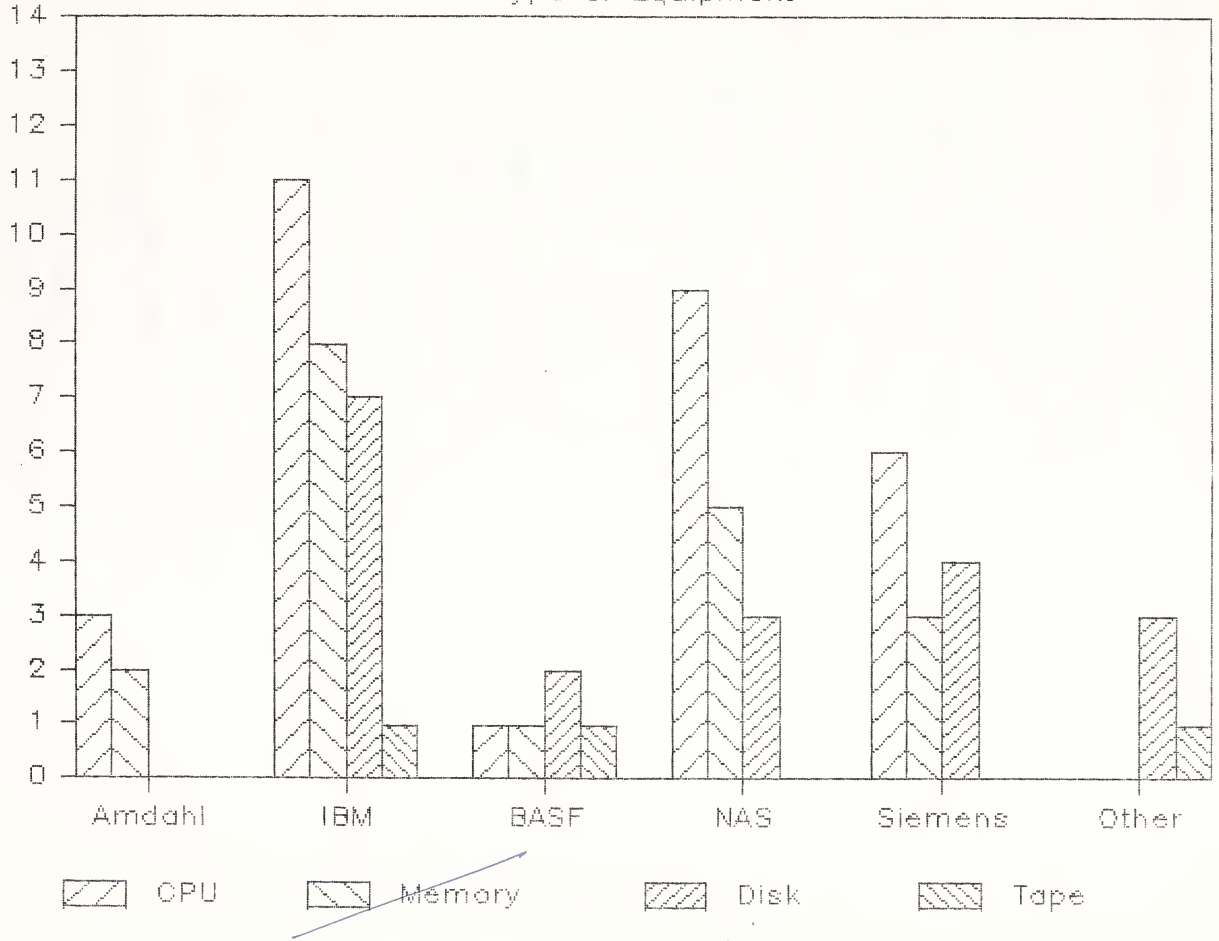
Financial	7
Manufacturing	3
Service	7
Govt/utility	3

Need Siemens / IBM compatible
- call back with name

3 Amdahl
3 BASF
3 IBM compat Siemens

Exhibit G1.2

Type of Equipment



II. EXECUTIVE SUMMARY

A. KEY CONCLUSIONS

- The most striking point to emerge from the study is the difference between the poor market perception of NAS and the high ratings given to the company by its own users.

- NAS is regarded as being better than, or equal to IBM, Amdahl and Siemens in the three most important product criteria - reliability, compatibility and quality.

- Taking the 18 most important criteria, i.e. those rated at 8 or above on a scale of 1-10:

  - NAS were better than:

    . target in 67% of the criteria

    . IBM in 67% of the criteria

    . Siemens in 67% of the criteria

    . Amdahl in 50% of the criteria

    . BASF in 44% of the criteria

  - These ratings were given by users to their current vendor's equipment.

- The factors in which NAS are rated poorly are:

  - post sales effort

  - quality of systems support personnel

- Perceptions of NAS however are very different. NAS is seen by all users to be poorer than:

  - IBM in all aspects

  - Siemens in all aspects except performance and reliability

  - Amdahl in price, marketing strength and personnel quality

- BASF in price and personnel quality.

- In the area of non-tangible company qualities, NAS has the poorest image of all the vendors.

- Loyalty is moderate for most vendors, with only IBM and NAS rating above 67%. Amdahl and BASF are particularly weak. Just over half the respondents assessed their loyalty as being 50-50 to the company and the product. Most other respondents expressed greater loyalty to the product.

- Most respondents expressed a willingness to consider changing vendors providing their compatibility can be maintained, price/performance and reliability be improved and risk minimised. 30% of respondents were unwilling to consider changing vendors.

- The most pleasing aspect about NAS to its users is the company's flexibility which was highlighted by all NAS users interviewed. Only NAS support quality was criticised.

  - IBM users were particularly pleased with the company's strength and skilled staff, but unhappy about cost.

- As far as products are concerned, 5 out of 6 NAS users highlighted reliability as a particular source of pleasure.

  - IBM was also rated highly on reliability.

B. RECOMMENDATIONS

- It is clear from the analysis that NAS equipment is capable of outperforming any of its competitors, and stands up particularly well against Siemens. NAS should, therefore organise a selling campaign against Siemens.

- Prior to that campaign, however, NAS should take steps to correct its poor image in the German market. Its clear product strengths are not generally perceived by the market.

- NAS can capitalise on their product strengths against Siemens, being rated significantly better in:

  - performance
  - price/performancce
  - compatibility
  - upgradeability
  - quality

- Siemens has a particularly low loyalty factor - 3.3 on a scale of 1-6, and should therefore be vulnerable to the right approach. Siemens users interviewed would generally consider changing vendors to improve price/performance standards. Siemens users commented adversely on software quality, operating system support, and communication capability.

- There are two key areas where NAS were rated poorly which should be given attention:

  - quality of system support personnel
  - post sales effort

- On the defensive side, NAS is rated worse than Amdahl in a number of areas:

  - service organisation
  - post sales effort
  - systems support personnel
  - support personnel
  - software maintenance
  - hardware support
  - executive relationships

  NAS should address these areas, in particularly the service organisation to ensure that it does not lose sales to Amdahl.

- The only other area in which NAS is rated poorly is its communication with users.

- NAS superior product quality should allow it to organise sales campaigns against IBM and Amdahl as well as Siemens, but it is important that the overall image/perception problem is tackled first.

- As the DP manager is the person most involved in recommending new systems, he is the obvious target for an image-correction campaign.

III. STUDY FINDINGS

A. LOYALTY

1. LOYALTY FACTORS

- Loyalty factors and rationale are shown in exhibits GIII-1 and GIII-2. IBM and NAS inspire the highest loyalty trends, 4.1 and 4.0 respectively, with Amdahl and BASF recording very low levels.

- Most users regard their loyalty as a matter of company policy, past experience, dependability and cost effectiveness. Few consider compatibility or service and support a reason for loyalty. Among the 'other' reasons for loyalty are: maintaining a complete hardware and software solution; the user orientation of the vendor (NAS); and favourable contract terms. The latter applies to Siemens users replacing their old hardware.

- Exhibits GIII-3 and GIII-4 demonstrate the relationship between loyalty to the company, or loyalty to the product.

  - A small majority of respondents consider that their loyalty is equally divided between the company and the product.

- The most important single motive for loyalty (Exhibit GIII-4) is past experience, with overall product quality, reliability, technical expertise and support quality also being mentioned.

2. PLEASURES AND IRRITANTS WITH VENDORS AND PRODUCTS

- Exhibits GIII-5 to GIII-8 summarise users' feelings towards their vendors and products.

  - The most pleasing vendor attribute was flexibility with NAS rating very highly indeed.

Exhibit G3—1

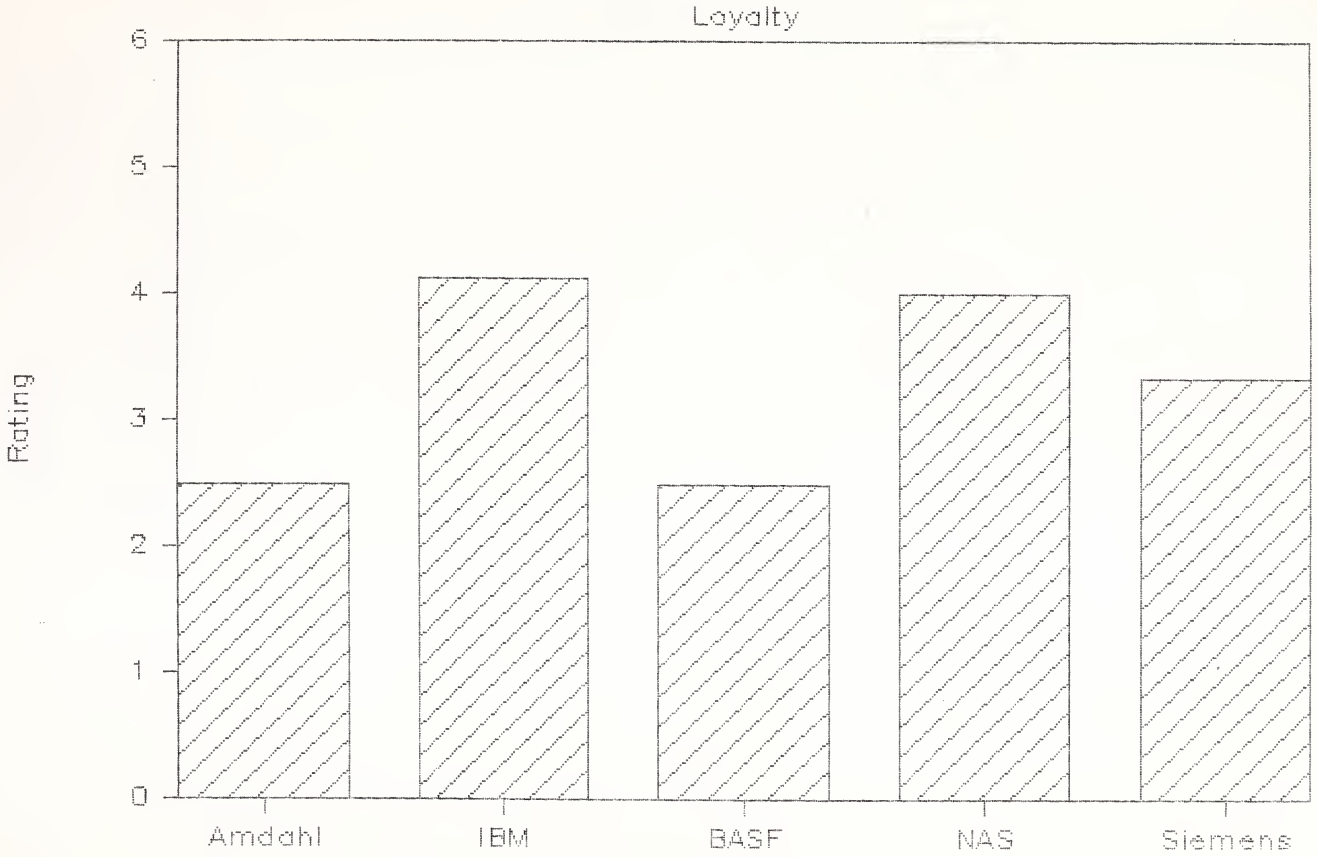


Exhibit G3—2

Reasons for Loyalty

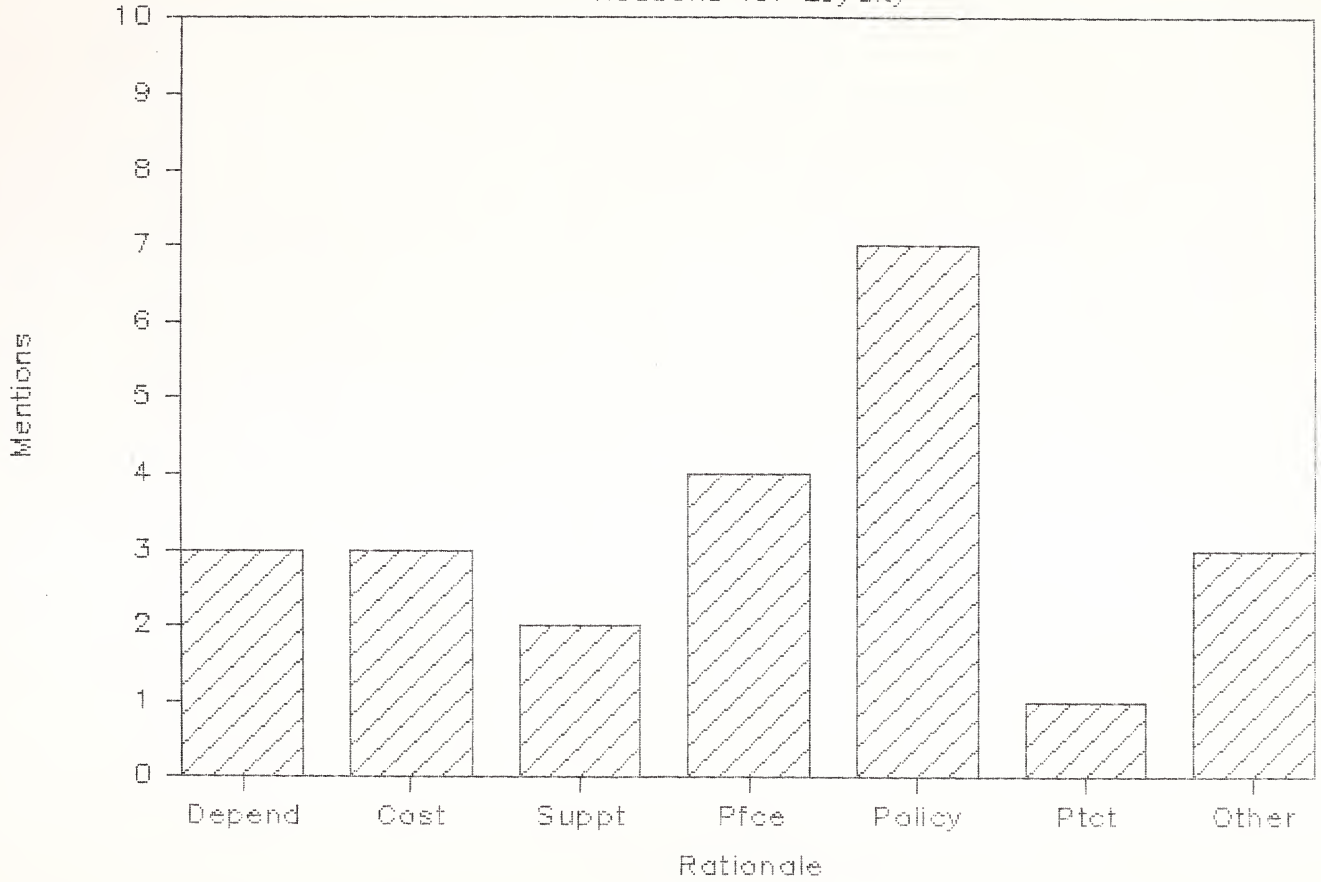


Exhibit G3-3

Company versus Product Loyalty

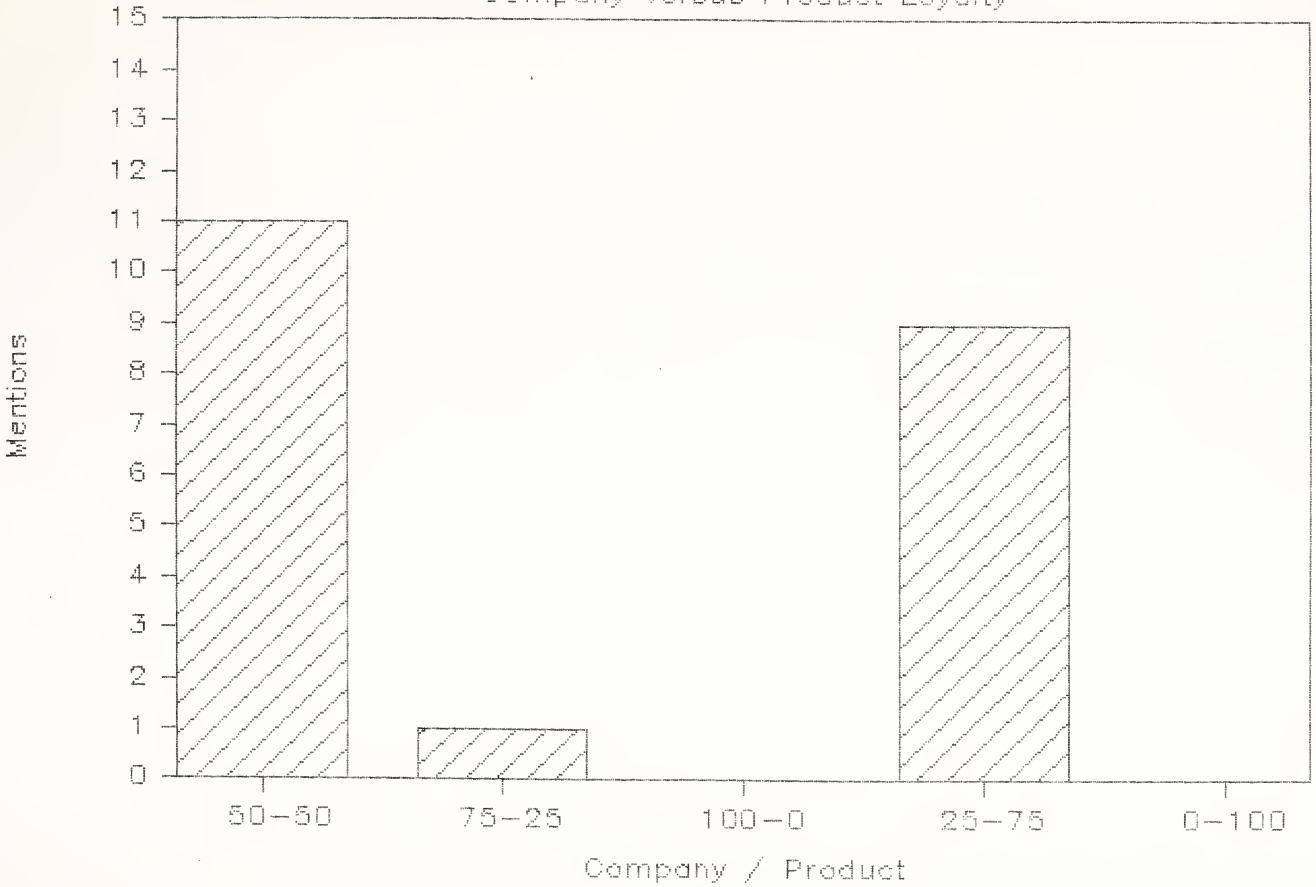


Exhibit G3—4

Reasons for Company/Product Loyalty

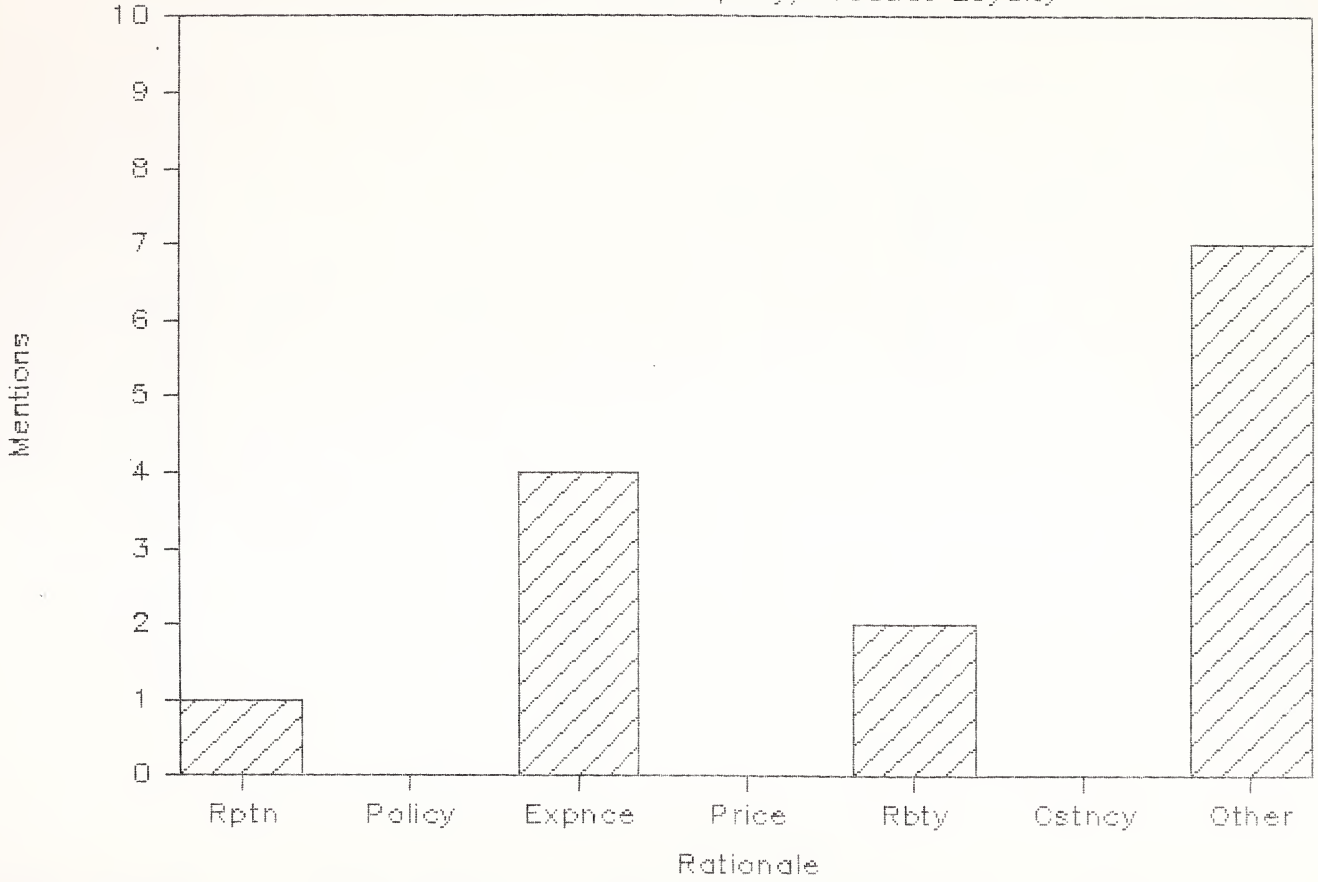


Exhibit G3—5

Vendor Pleasures

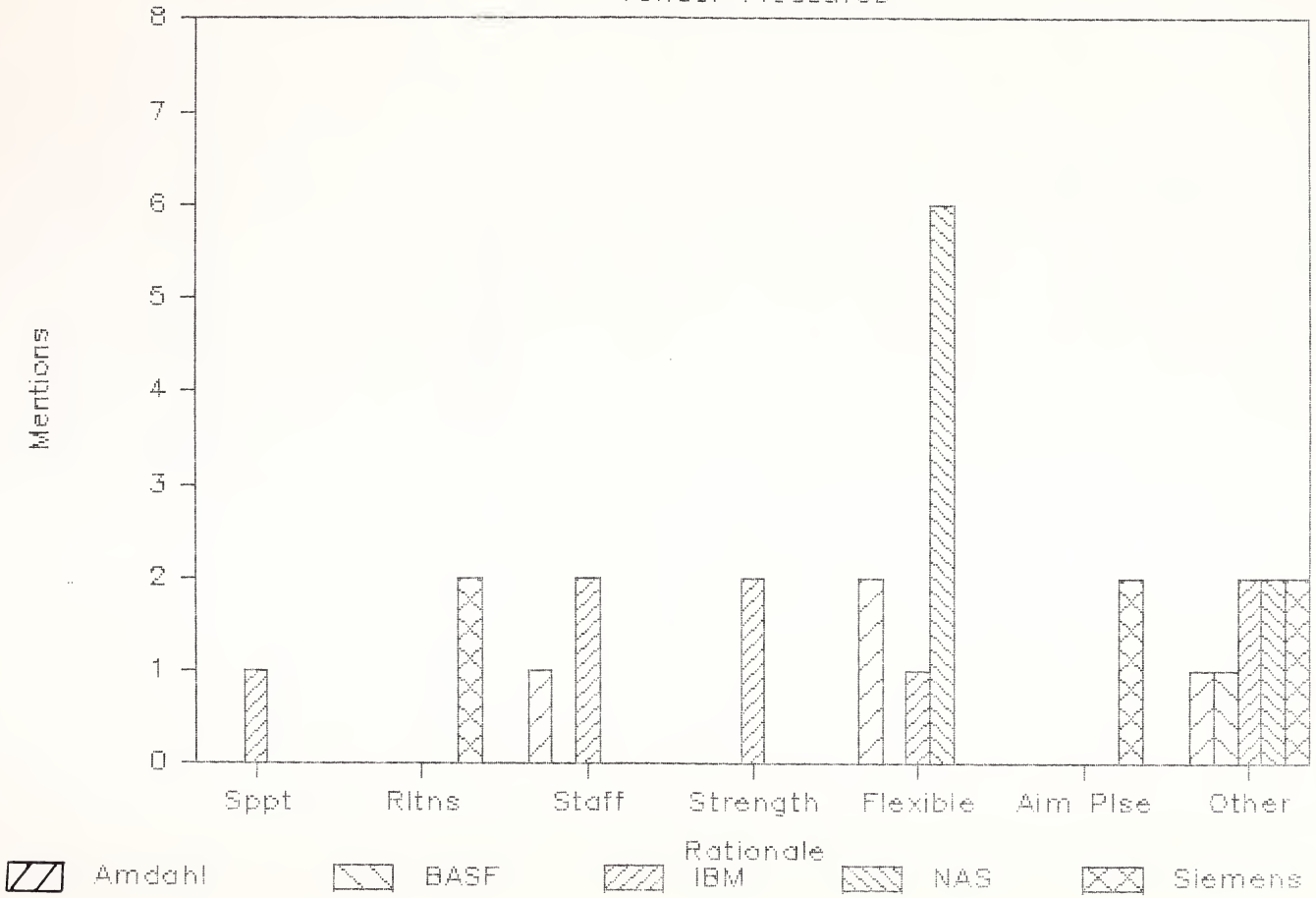


Exhibit G3—6

Product Pleasures

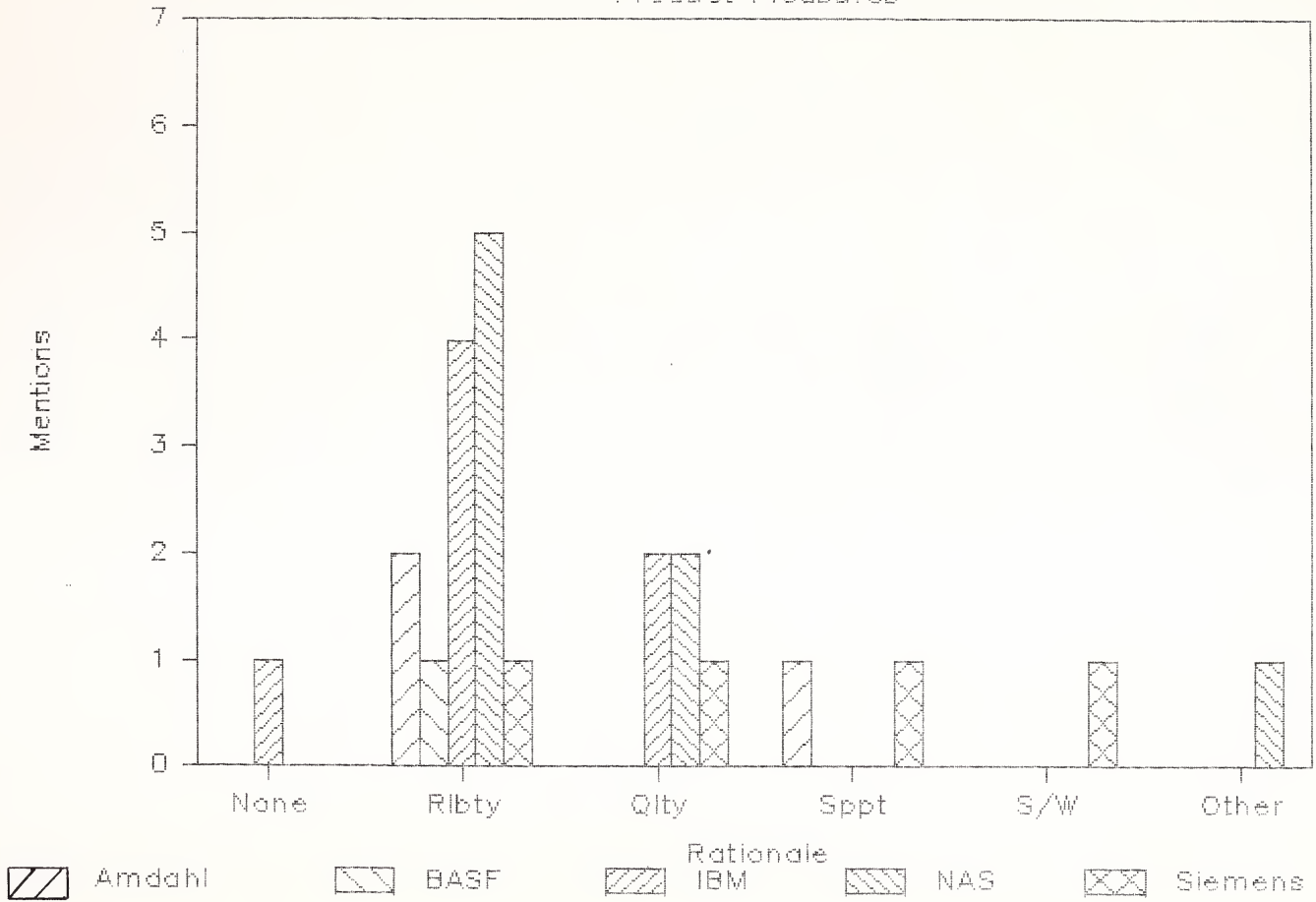


Exhibit G3-7

Vendor Irritants

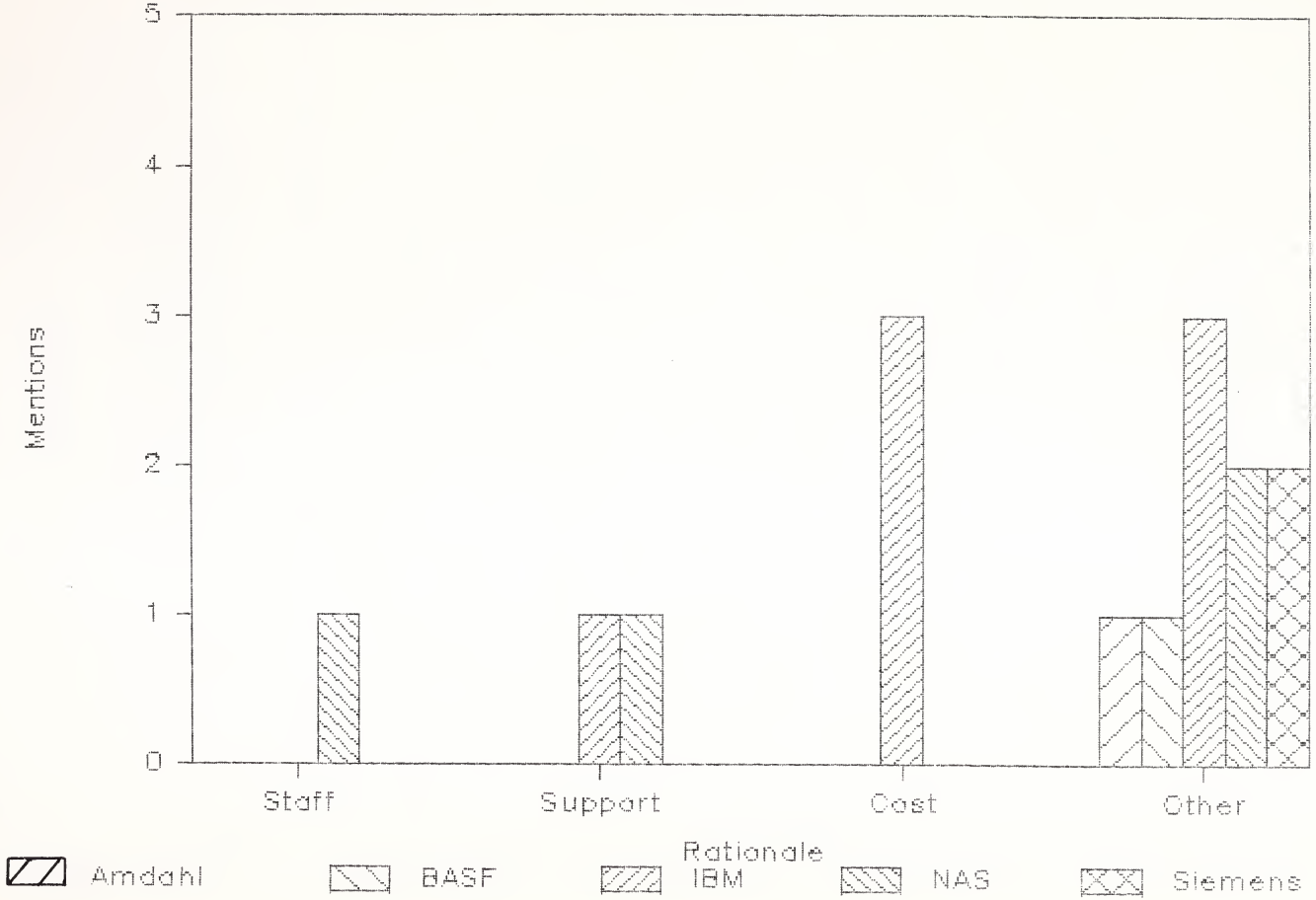
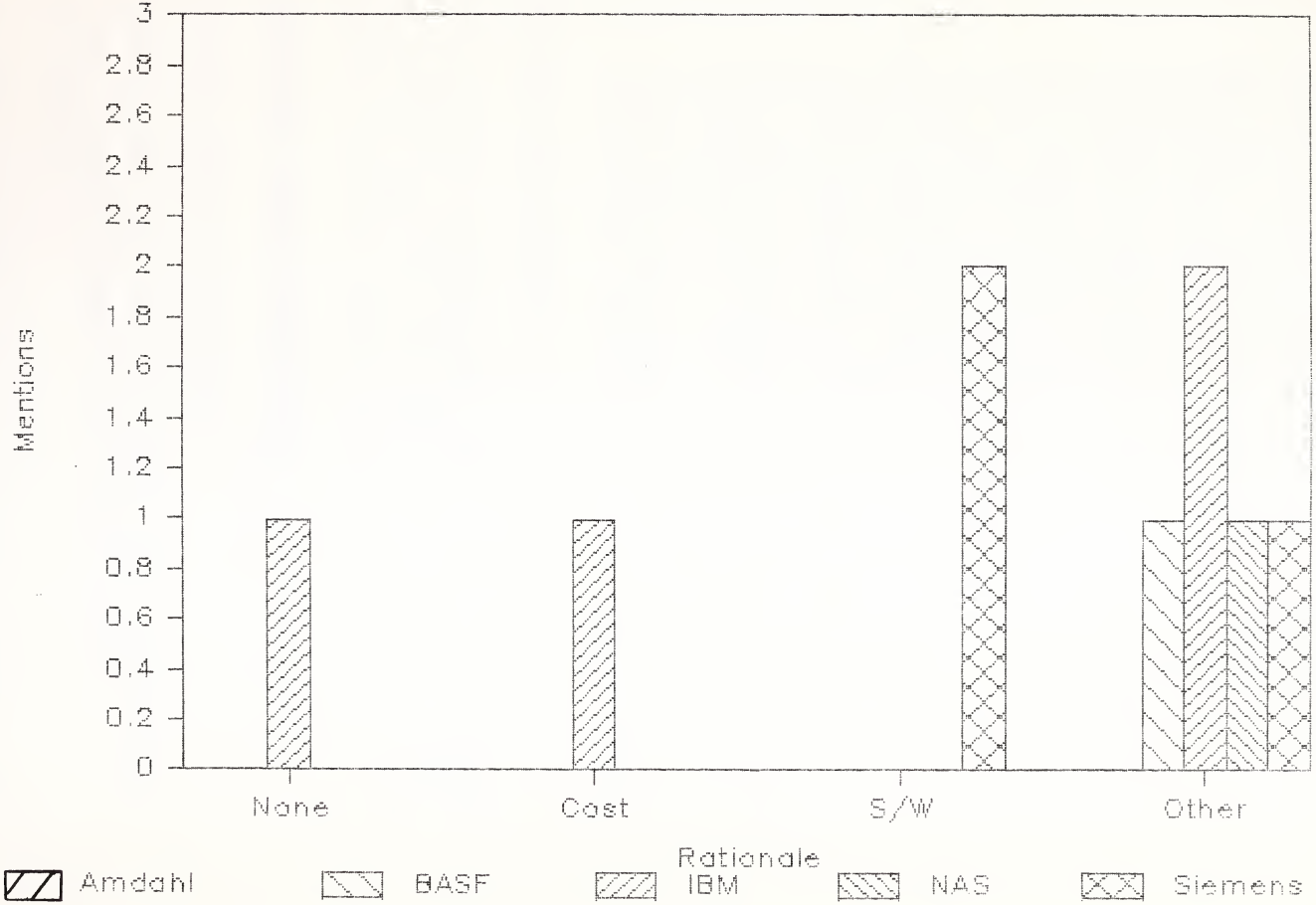


Exhibit G3-8

Product Irritants



- Among the 'other' attributes mentioned was the vendor's position as market leader (IBM); the impact of the PC opening up new dimensions (IBM) and the advanced technology of the product (NAS).
- NAS users highlighted flexibility and high technology as paticular areas of pleasure.
- Reliability and overall product quality were highlighted as the most pleasing product attributes.
- NAS rated the most mentions in reliability and equal mentions with IBM for product quality.
- Irritation was aimed mainly at IBM, with cost and product policy being particularly highlighted. Criticism about product policy included launching products too soon, and launching products for purely marketing reasons.
- NAS were particularly criticised for poor software support and not matching IBM in the development of new products.
- There were few specific product irritants mentioned, but Siemens software was criticised twice.

3. BUSINESS RELATIONSHIPS

- Exhibit GIII-9 demonstrates that most users have enjoyed a long term relationship, averaging 101.6 months, with their main supplier. It takes on average 5.9 months to come to a decision about a purchase.

B. PURCHASING TRENDS AND INFLUENCES

1. TANGIBLE PRODUCT REQUIREMENTS

- Exhibits GIII-10 to GIII-13 compare the relative importance of buying parameters and current vendors' performance.
- In order of average importance, the key parameters are:

EXHIBIT GIII-9

Average length of time

- Business relationship between vendor and customer

  101.6 months

- Time taken to make a decision on purchase

  5.9 months

Exhibit G3—10

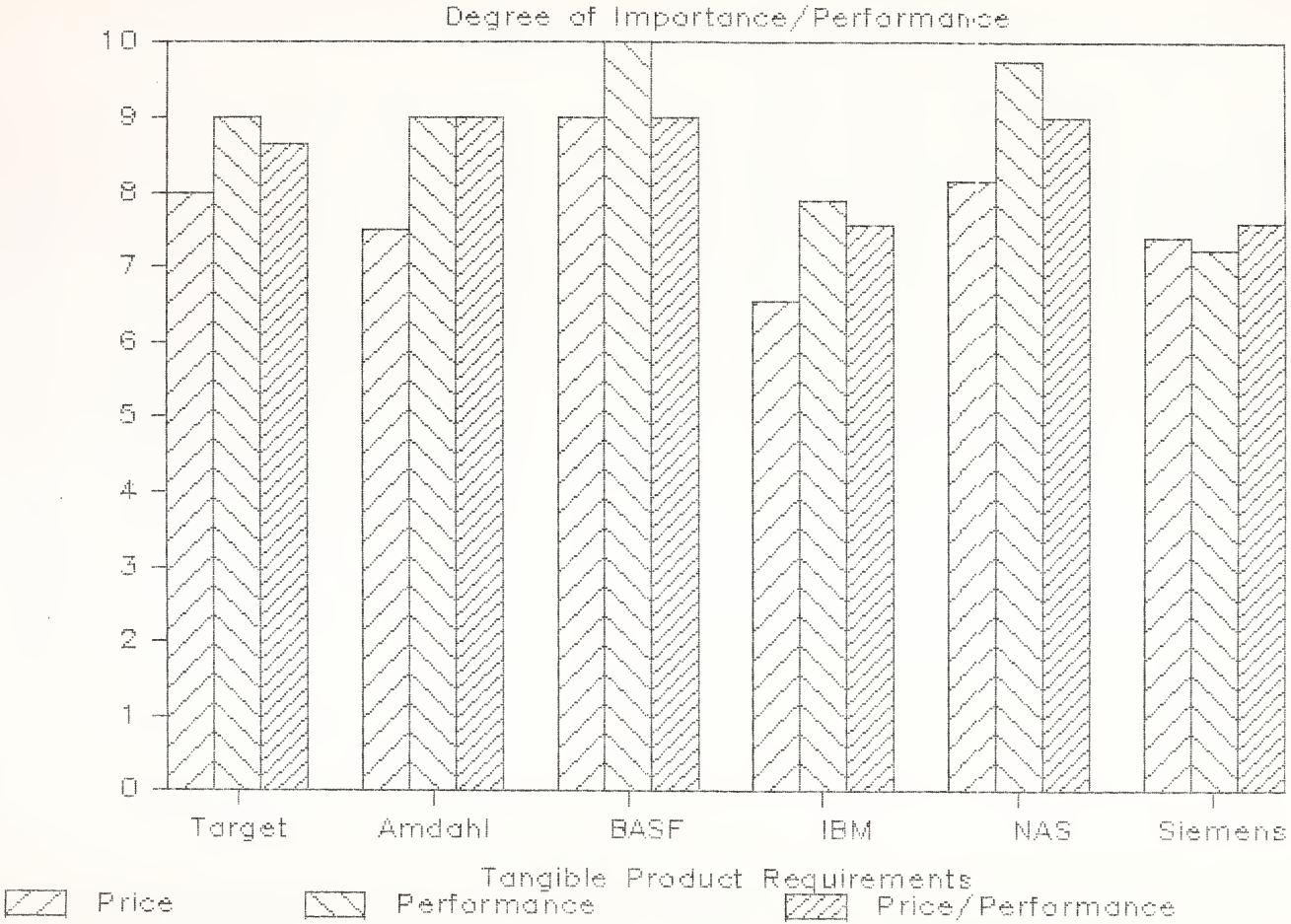


Exhibit G3—11

Degree of Importance/Performance

Exhibit G3—12

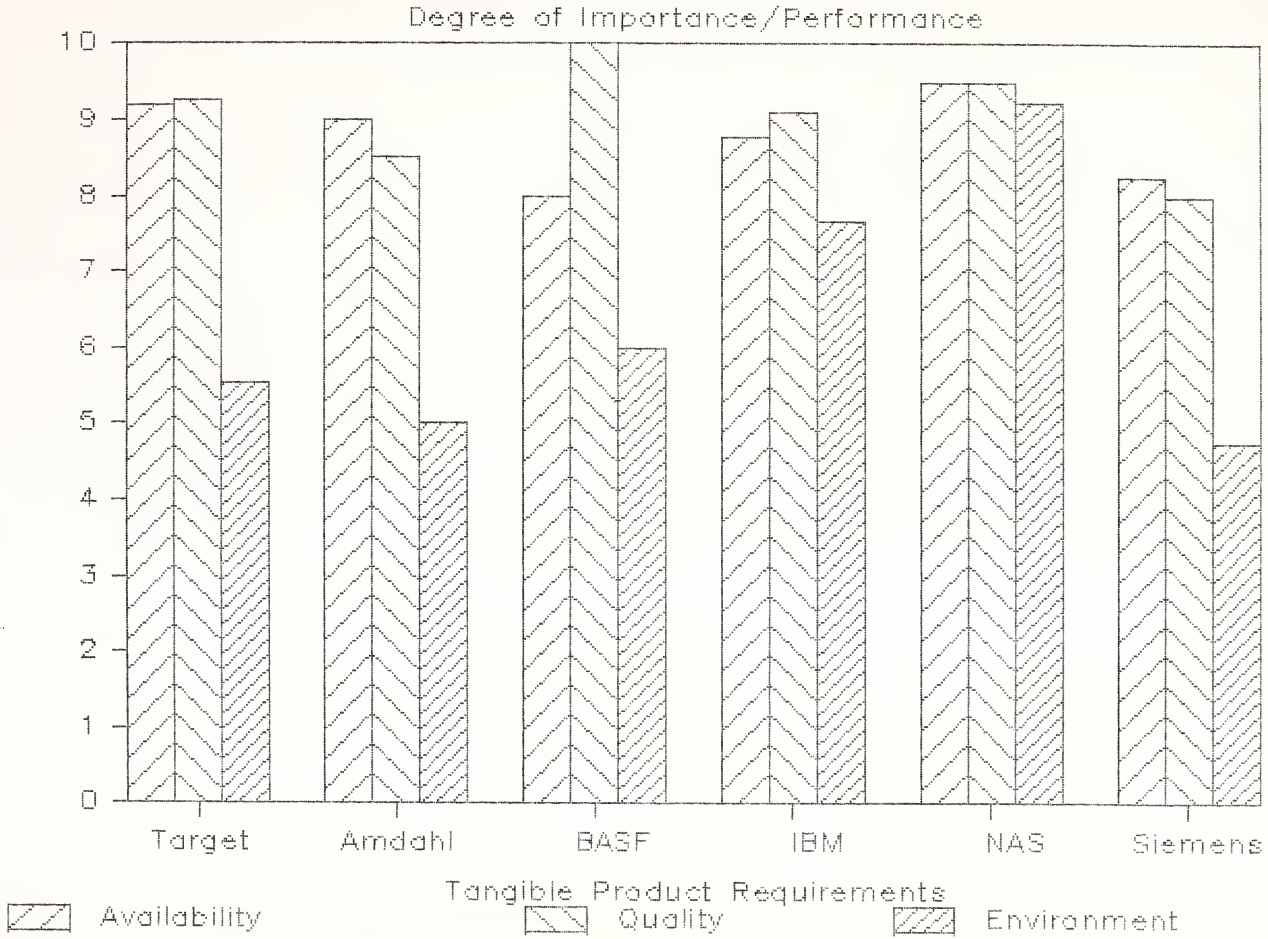
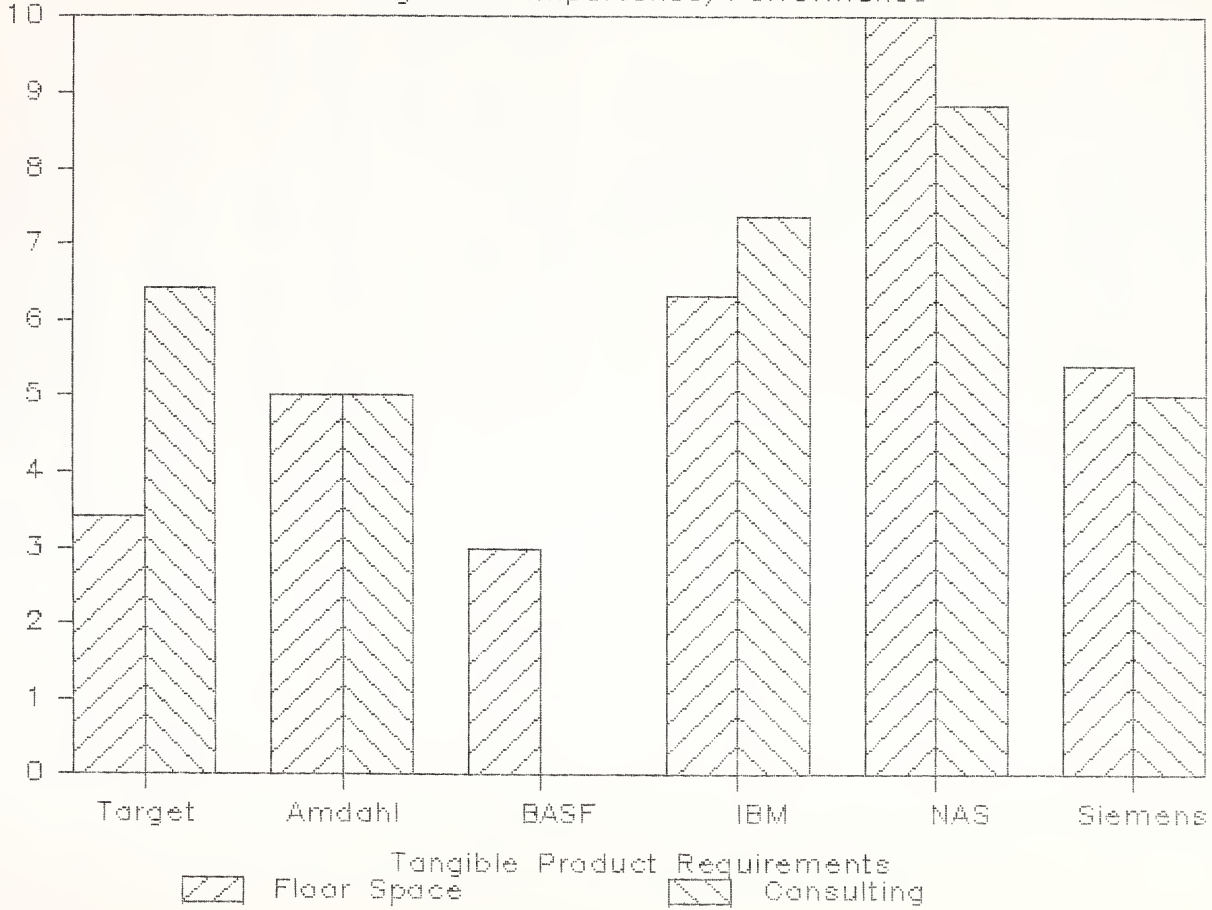


Exhibit G3—13

Degree of Importance/Performance



- Reliability (9.5)
- Compatibility (9.4)
- Quality (9.3)
- Availability (9.2)
- Performance (9.0)
- Price/Performance (8.6)
- Upgradeability (8.6)
- Price (8.0)
- Consulting Assistance (6.5)
- Environment (5.5)
- Floor Space (3.4)

- NAS performed better than all other suppliers in:-
  - Availabilty
  - Upgradeability
  - Price/Performance
  - Consulting Assistance
  - Environment
  - Floor Space

- NAS received higher ratings than Siemens and IBM in all factors, and than Amdahl in all except price/performance and compatibility, where they were rated equal. BASF's results are artificially high due to the small size of the sample.

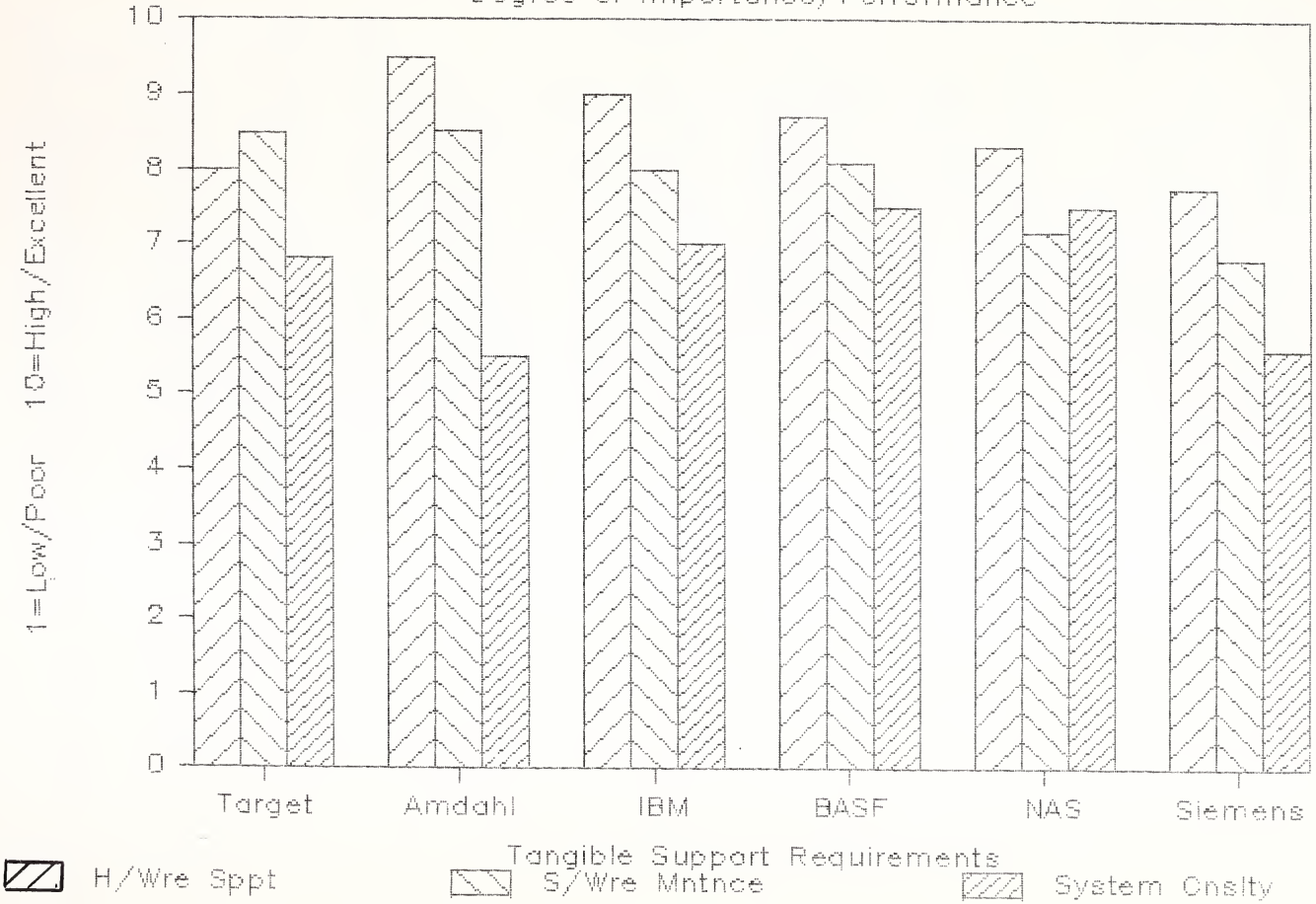
- NAS exceed the target rating for all factors except reliability where the target was equalled.

2. TANGIBLE SUPPORT REQUIREMENTS

- Exhibit GIII-14 illustrates the importance of support requirements, and compares vendor performance against this target.
  - In order of importance, the three factors are:-
    - Software maintenance (8.5)
    - Hardware maintenance (8.0)
    - System consultancy (6.1)
  - NAS performs relatively badly in this area, trailing behind Amdahl, BASF and IBM in hardware

Exhibit G3—14

Degree of Importance/Performance



maintenance, and being below par in software maintenance. Only in system consultancy did NAS match IBM.

3. TANGIBLE COMPANY REQUIREMENTS

- Exhibits GIII-15 to GIII-17 compare the relative importance to users of certain vendor company factors and measure vendor performance against those targets.

- In order of importance the factors are:

- Service organisation	(9.3)
- Post sales effort	(8.6)
- Stability	(7.9)
- Financial condition	(6.9)
- Size of Company	(6.4)
- Range of Products	(6.0)
- Pre-sales Effort	(5.9)
- Location of Company	(5.5)

- NAS is rated below target in the two key areas of service organisation (9.2 against 9.3) and post sales effort (7.2 against 8.0).

  - Below IBM in all factors except service organisation.

  - In service organisation, although marginally below target, NAS is rated more highly than all vendors except Amdahl.

4. INTANGIBLE PRODUCT REQUIREMENTS

- The effects of the equipment on employees and customers is not highly rated (5.8 and 5.6 respectively).

- Few respondents were prepared to comment on this area and no data was obtained for the effect of NAS equipment on customers.

- In the case of equipment effect on employees, NAS rated above target, but behind BASF and IBM.

Exhibit G3—15

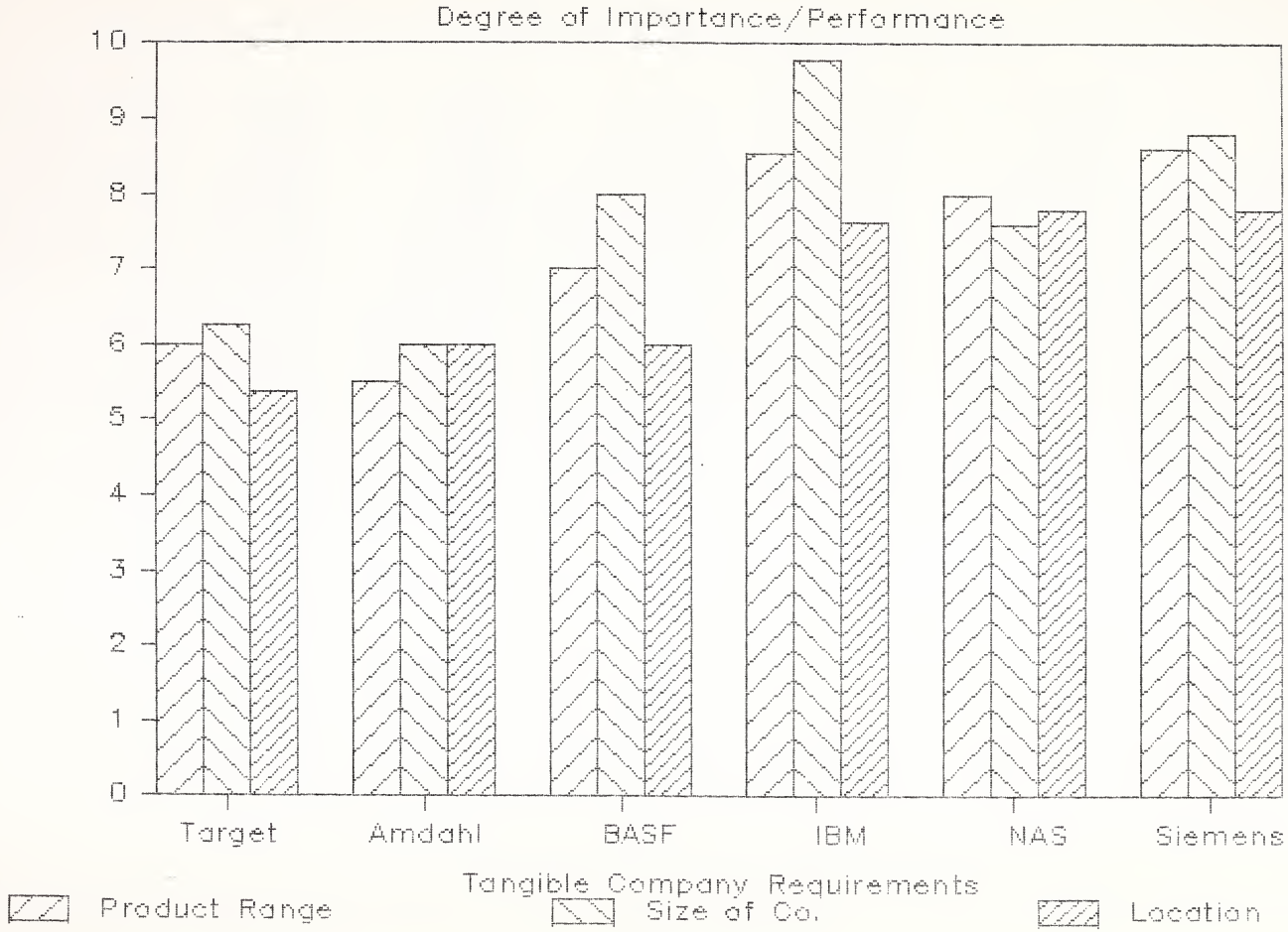


Exhibit G3—16

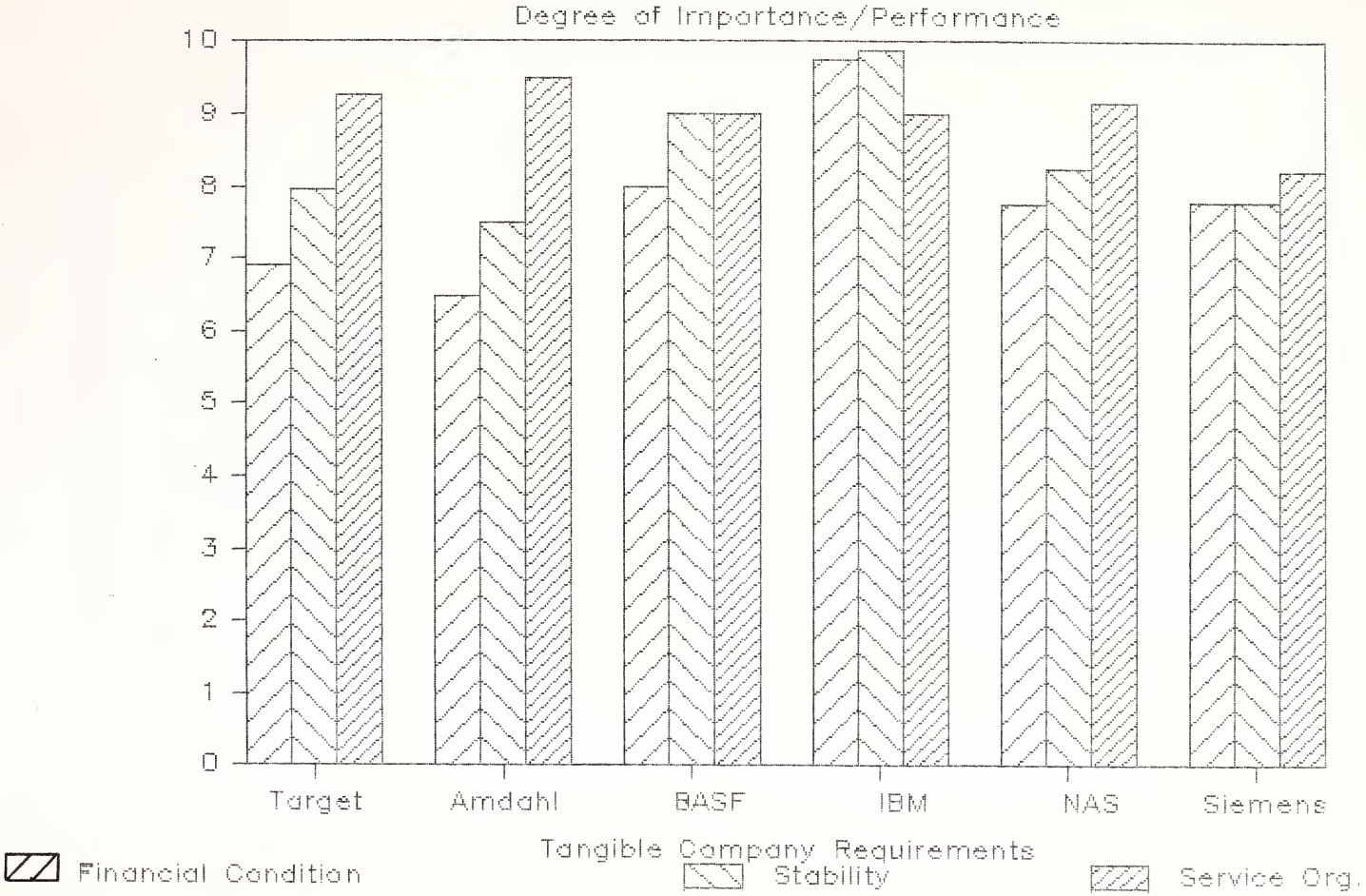


Exhibit G3—17

Degree of Importance/Performance

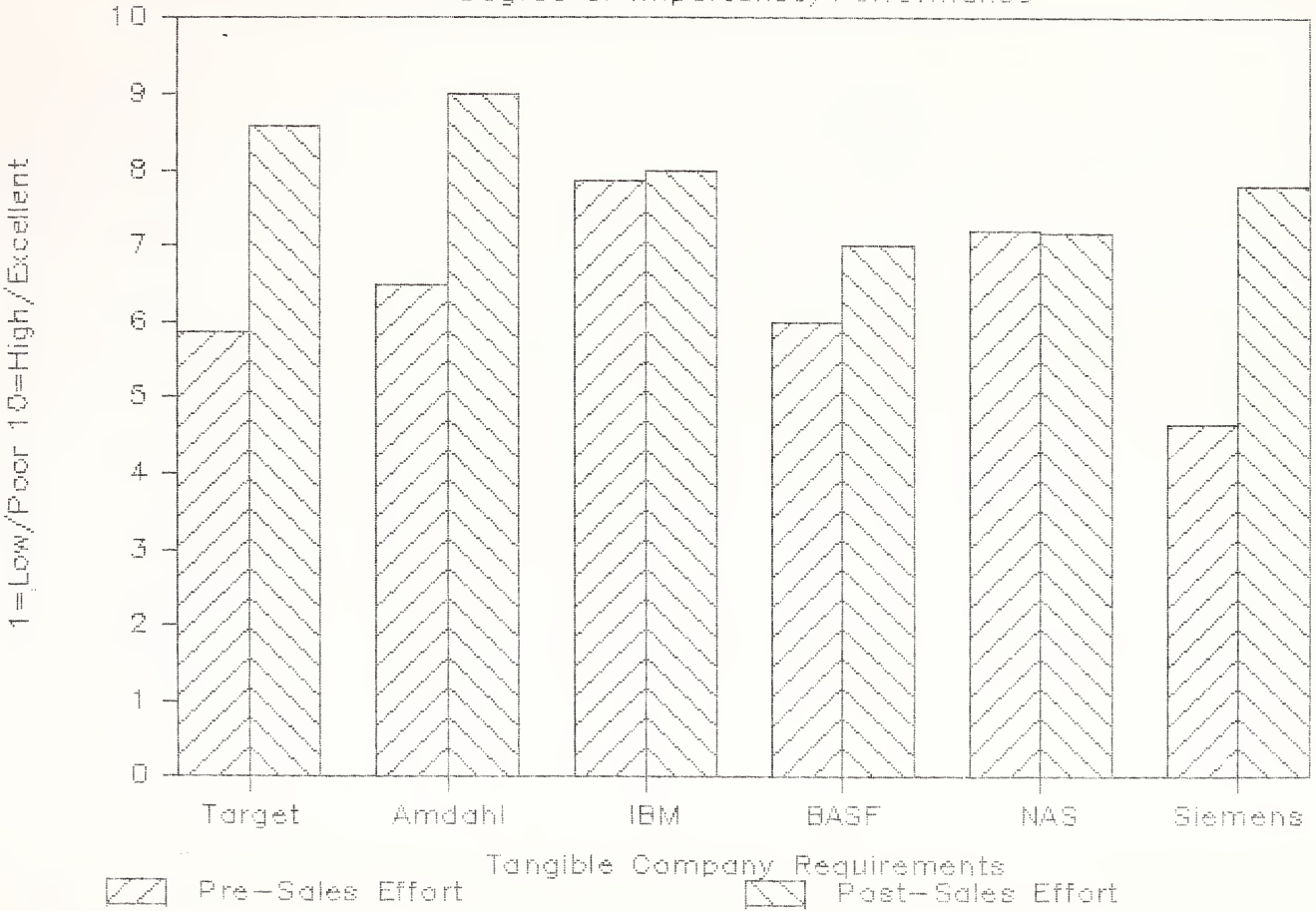
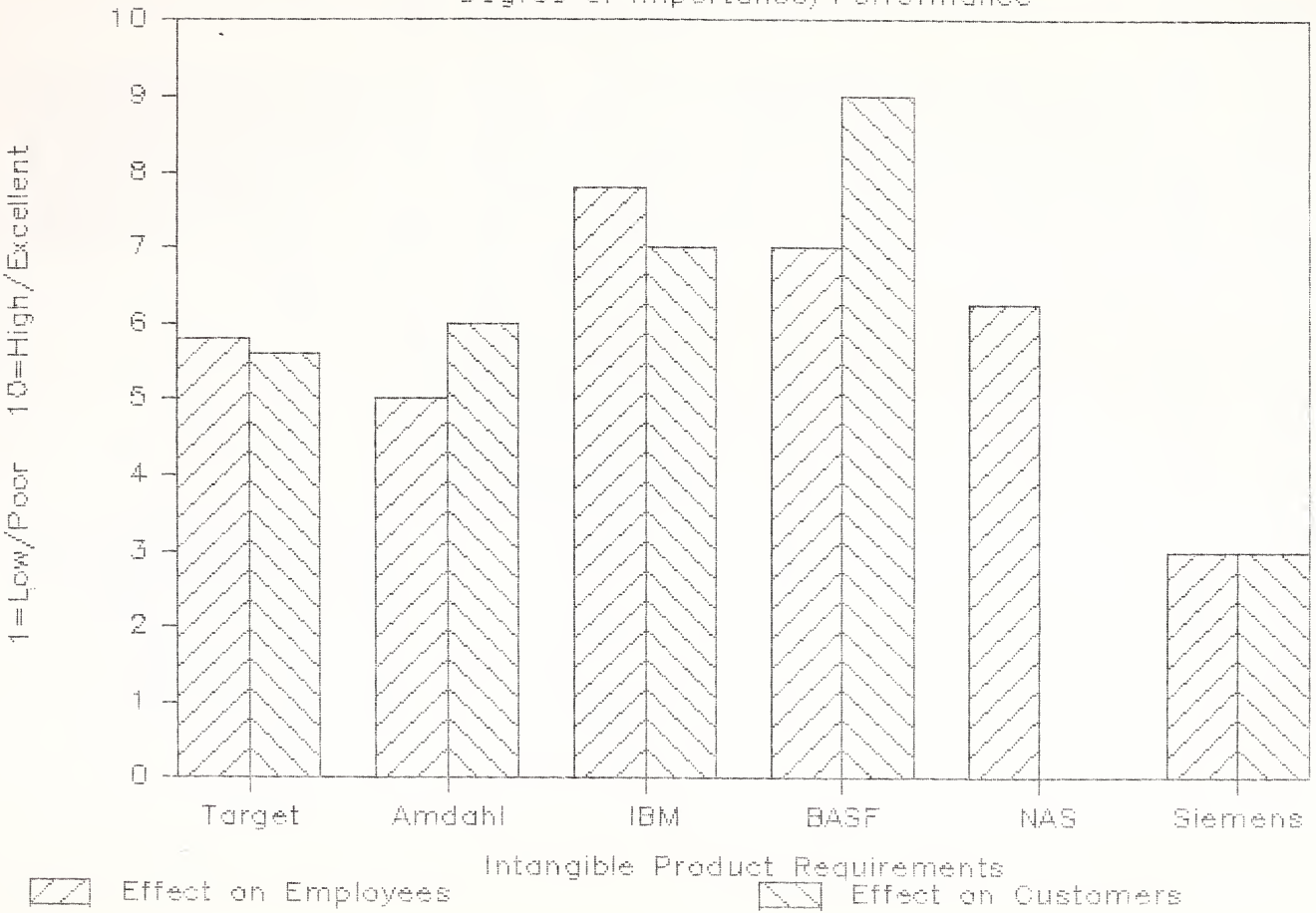


Exhibit G3—18

Degree of Importance/Performance



5. INTANGIBLE COMPANY REQUIREMENTS

- Exhibits GIII-19 to GIII-22 illustrate the relative importance of intangible company attributes and compare them to user ratings.

- In order of importance, the factors include:

-	System support personnel	(8.5)
-	Support personnel	(8.4)
-	Credibility	(8.3)
-	Communications	(8.1)
-	Executive Relationships	(8.1)
-	Salesmen	(8.0)
-	Visibility	(7.9)
-	Least amount of bother	(7.8)
-	Reputation	(7.5)
-	Image	(7.5)
-	Entertaining	(6.5)
-	Advertising	(6.1)

- NAS was rated below target in a number of factors, including systems personnel, communications, image and visibility. In fact, NAS was rated below all other vendors in the key area of systems support personnel, and was rated highest in only two areas - the least amount of bother and entertaining.

  NAS outranks other vendors;

-	Executive relationships	(Siemens, IBM)
-	Salesmen	(All)
-	Support personnel	(BASF, IBM, Siemens)
-	Communications	(Amdahl)
-	Reputation	(Amdahl, BASF)
-	Visibility	(BASF)
-	Advertising	(Amdahl, BASF)
-	Credibility	(Amdahl, Siemens)
-	Least Bother	(All)
-	Entertaining	(All)

Exhibit G3—19

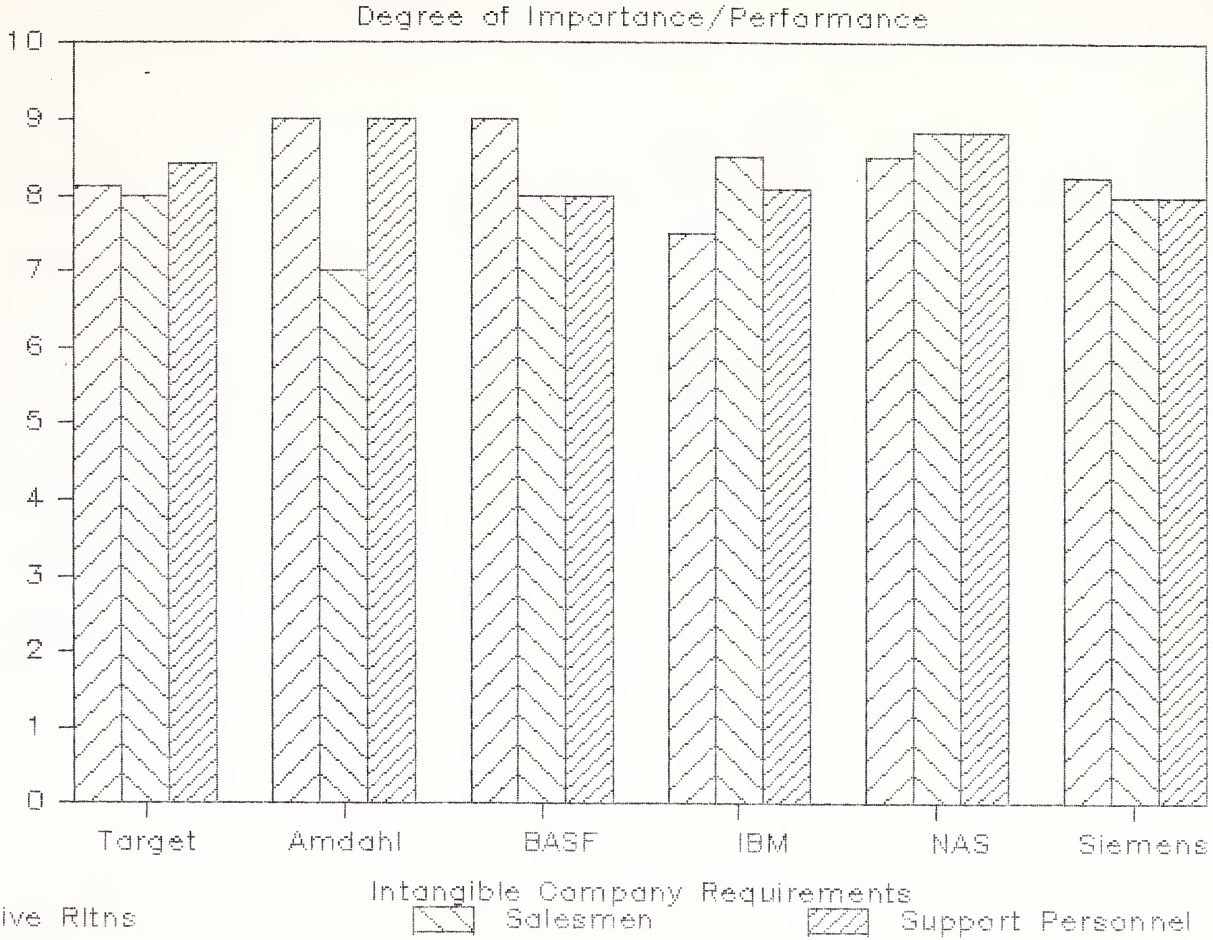


Exhibit G3—20

Degree of Importance/Performance

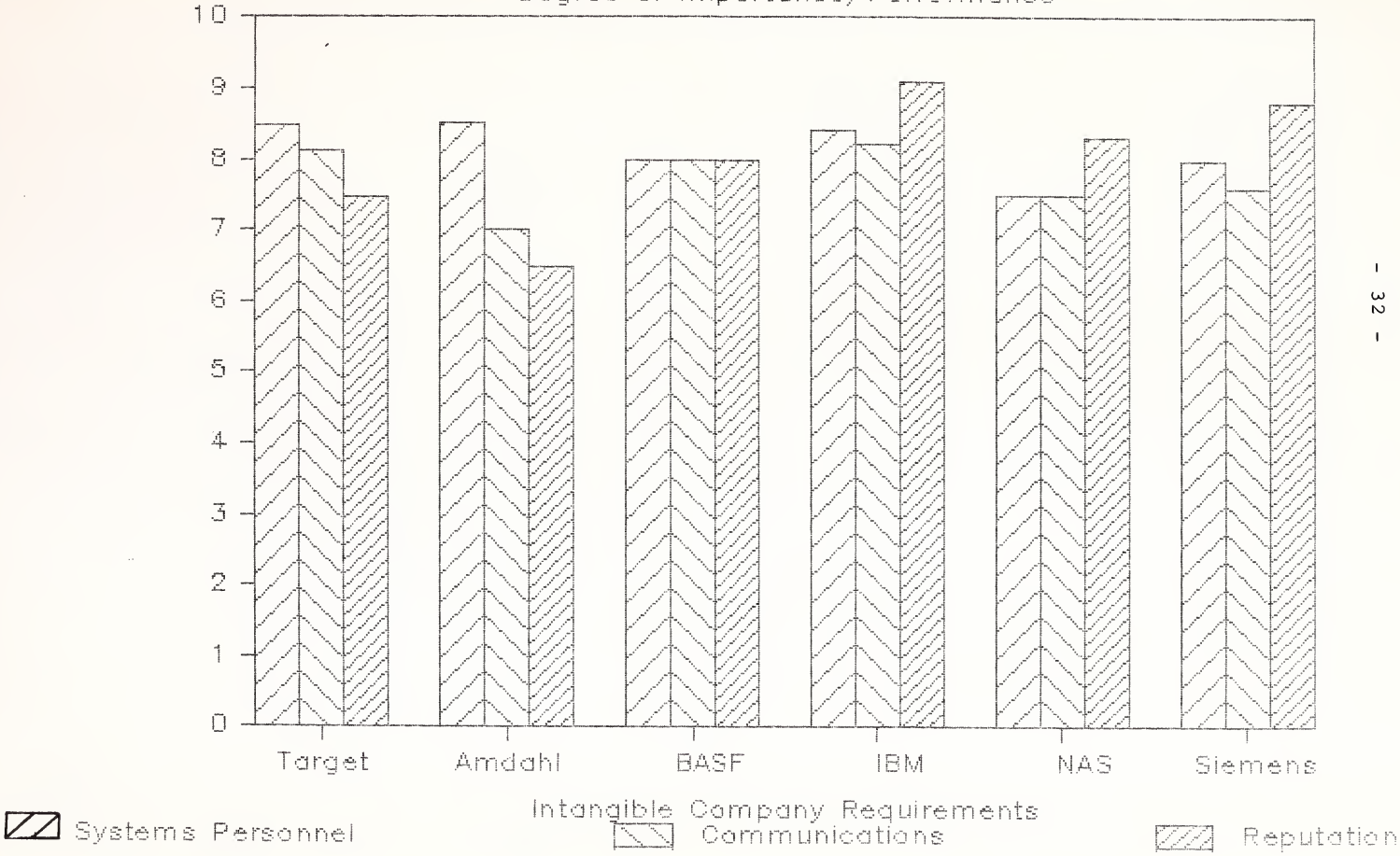
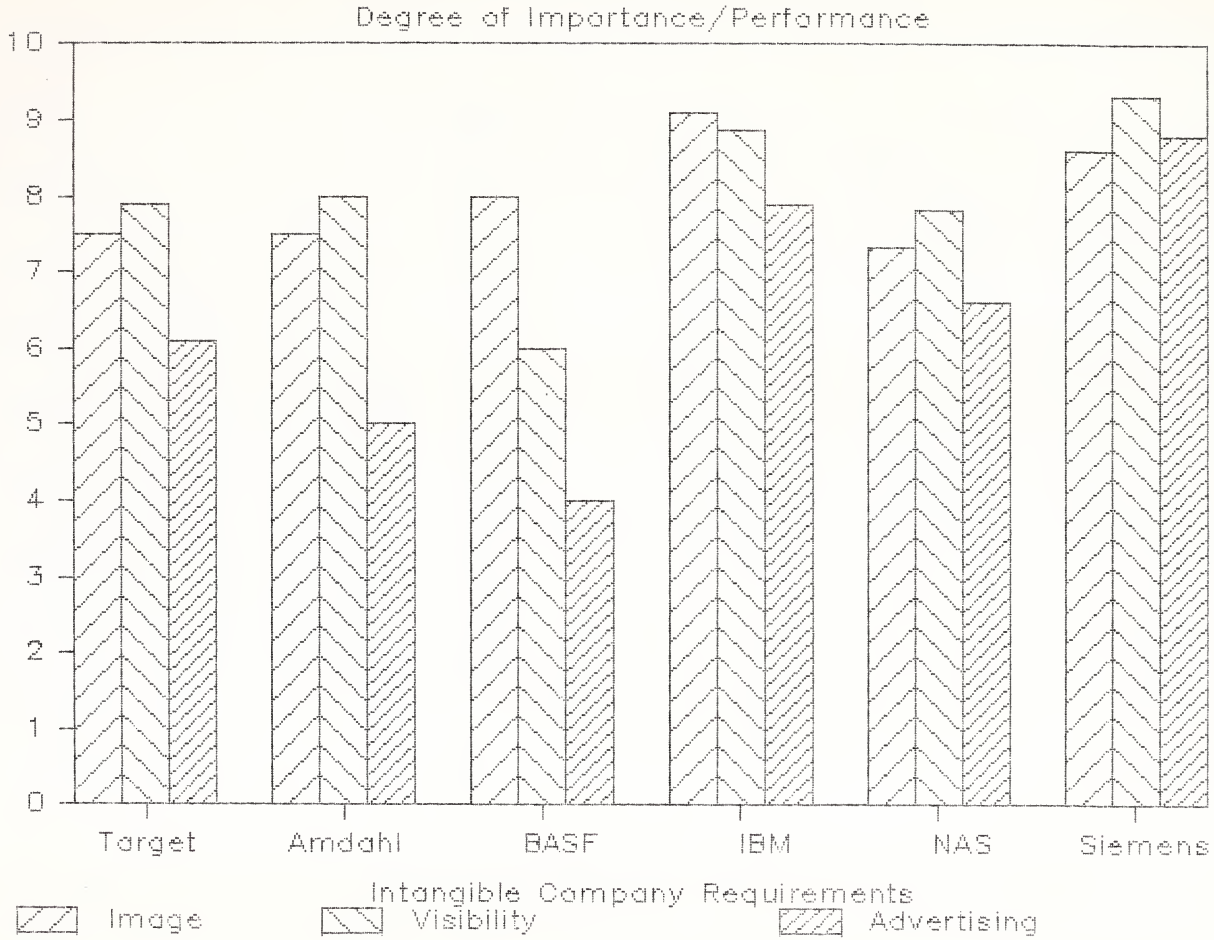


Exhibit G3—21



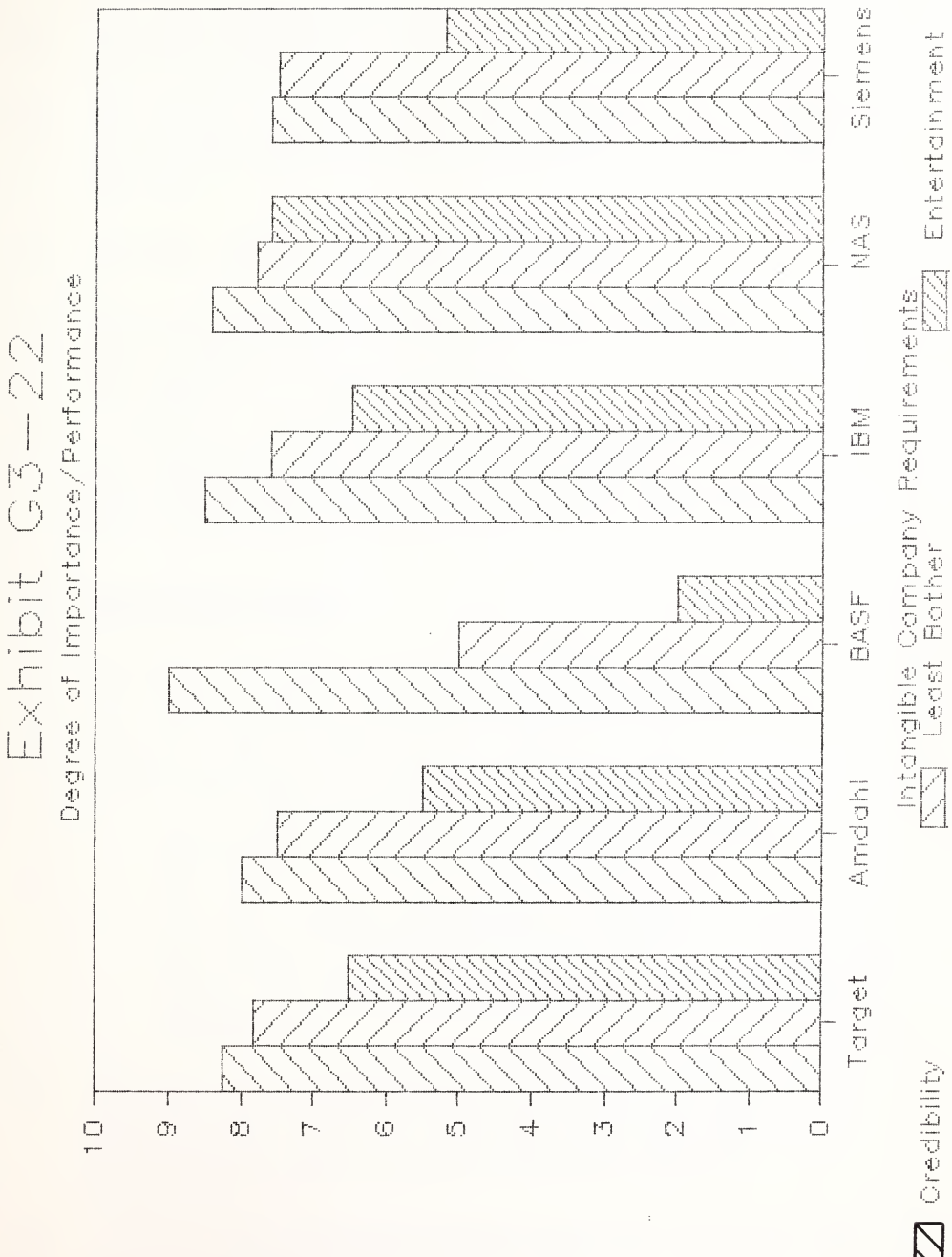


Exhibit G3-22
Degree of Importance/Performance
10
9
8
7
6
5
4
3
2
1
0
Target
Amdahl
BASF
IBM
NAS
Siemens
Intangible Company Requirements
Credibility
Least Bother
Entertainment

- NAS was regarded as having a poorer image than all other vendors.

6. THE ROLE OF THE DATA PROCESSING EQUIPMENT BUYER/INFLUENCER

- Exhibit GIII-23 shows that the achievement of sound growth in the most mentioned role, followed by availability and economy.

7. EXTERNAL ISSUES AND FUTURE REQUIREMENTS

- External issues were not regarded as important, with only co-operation with a parent company rating more than one mention. Exhibit GIII-24.

- In terms of future requirements, support and attention was highlighted as being of most importance, with communications and software close behind. Exhibit GIII-25.

C. ACQUISTION PROCESS

1. PERSONNEL INVOLVED IN DATA PROCESSING PROCUREMENT

- Exhibits GIII-26 and GIII-27 summarise the numbers and type of personnel involved in the procurement process.
  - On average 4.5 people are involved in the purchase decision.
  - The Data Processing Manager is the most frequently mentioned followed by 'others', which includes other members of the DP department and user department management.

- The need for new equipment is most often identified by the DP manager (65% of cases). In 25% of cases he is assisted by a team, usually from within the DP department.

- In 80% of the cases it is the DP manager who makes the recommendation.

Exhibit G3—23

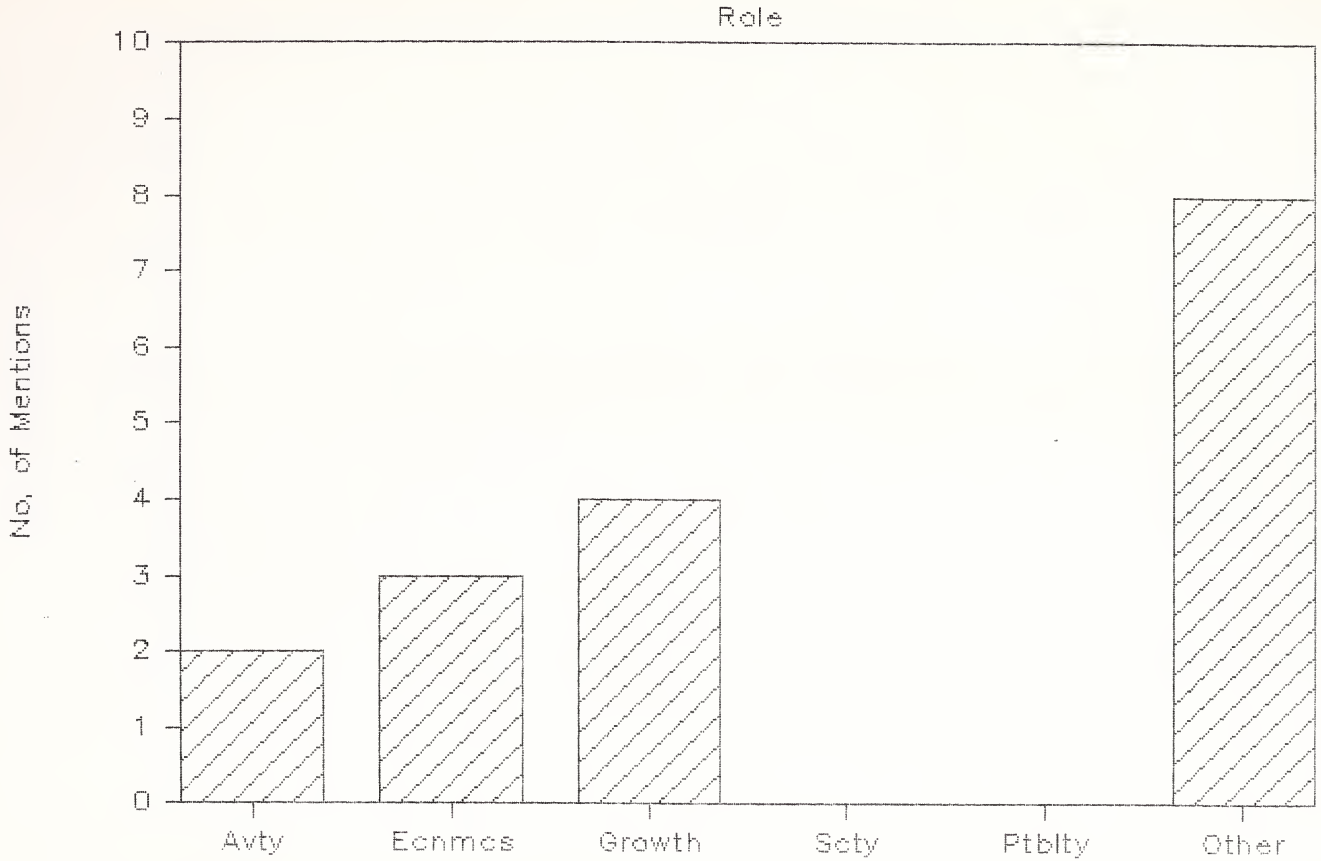


Exhibit G3—24

External Issues

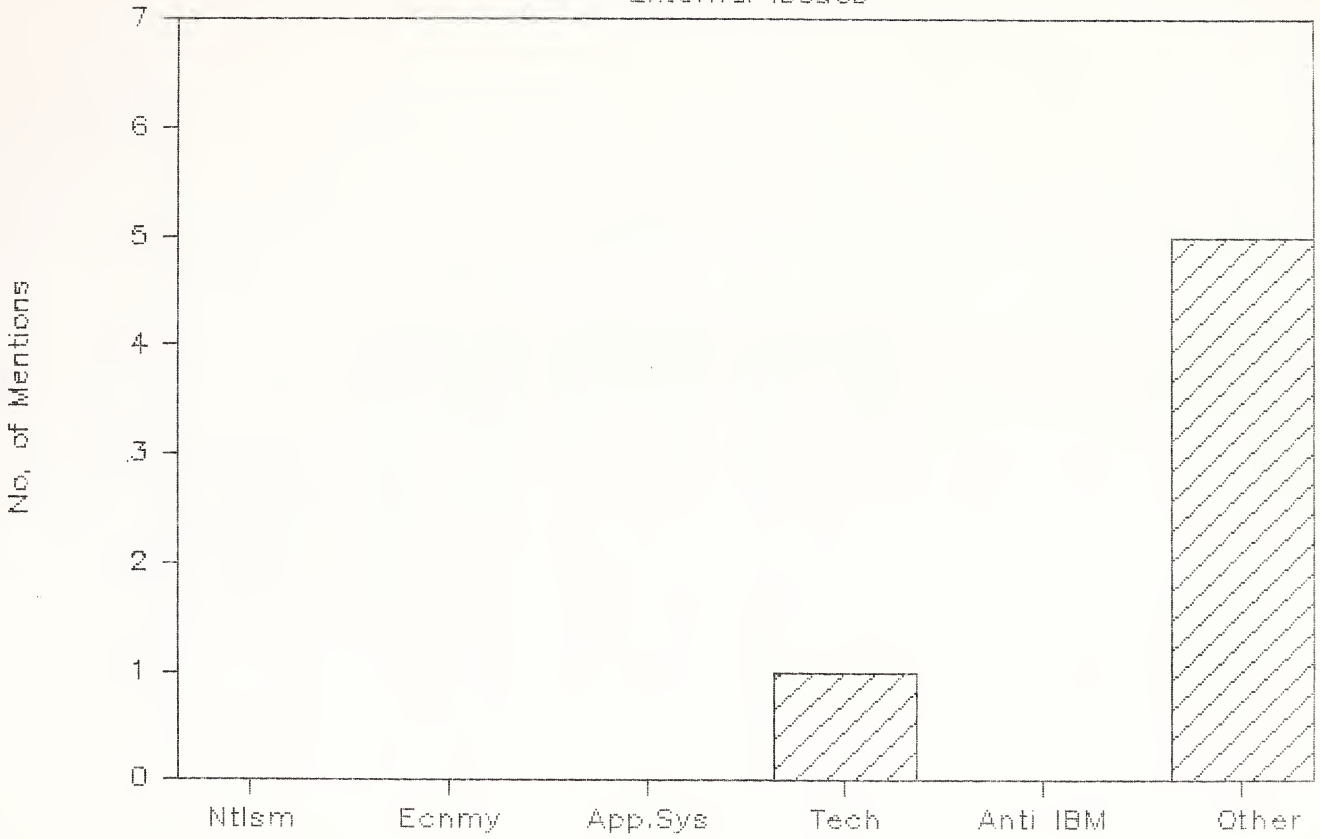


Exhibit G3—25

Future Requirements/Issues

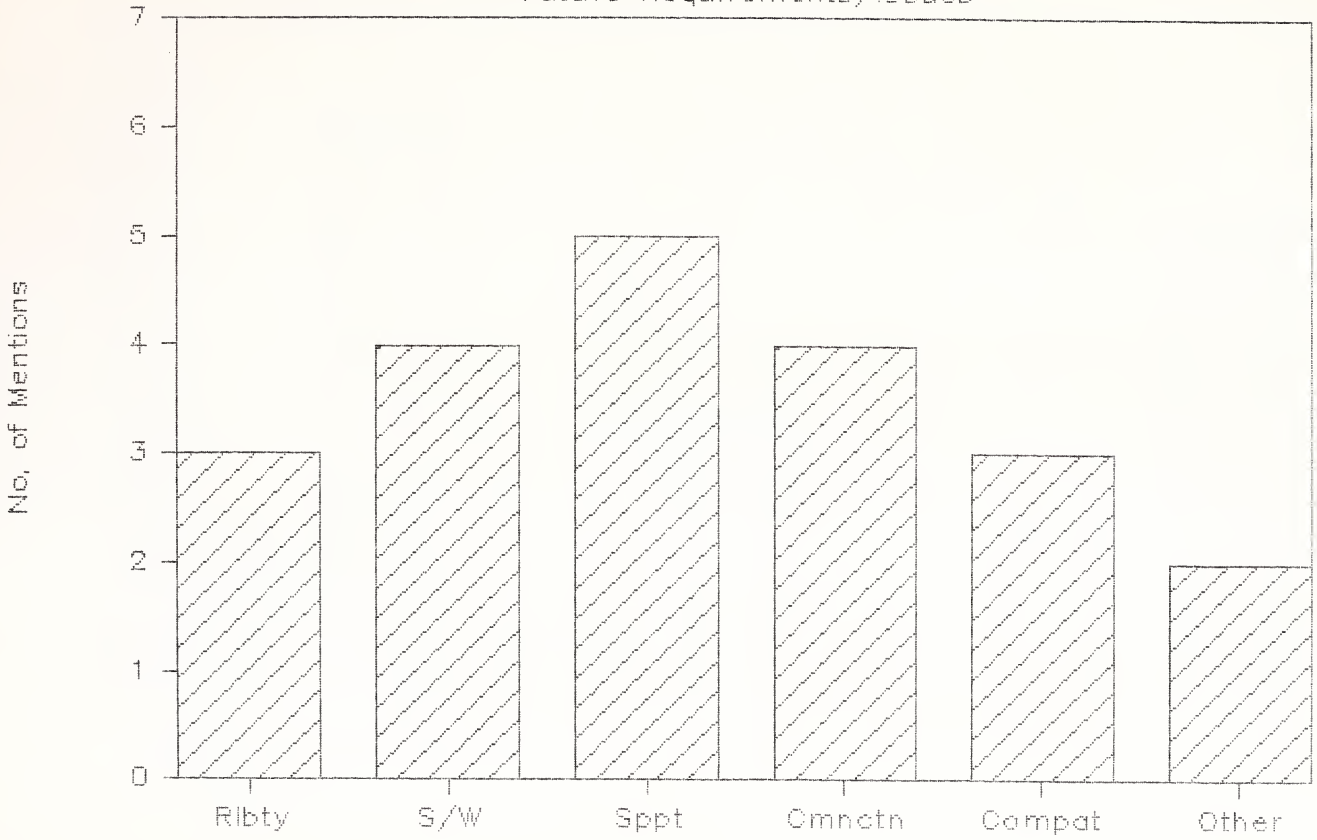


Exhibit G3—26

Purchasing Decision

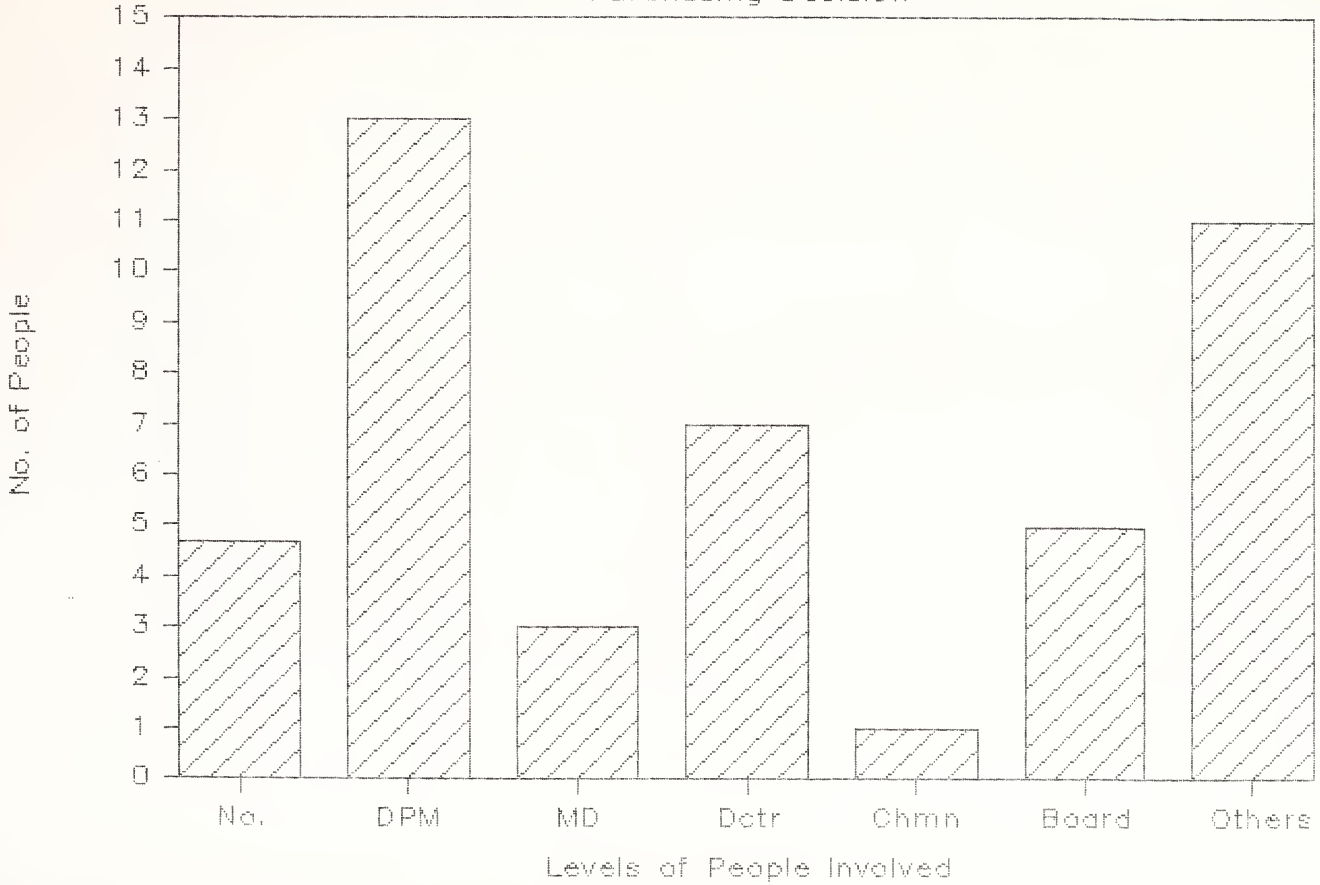
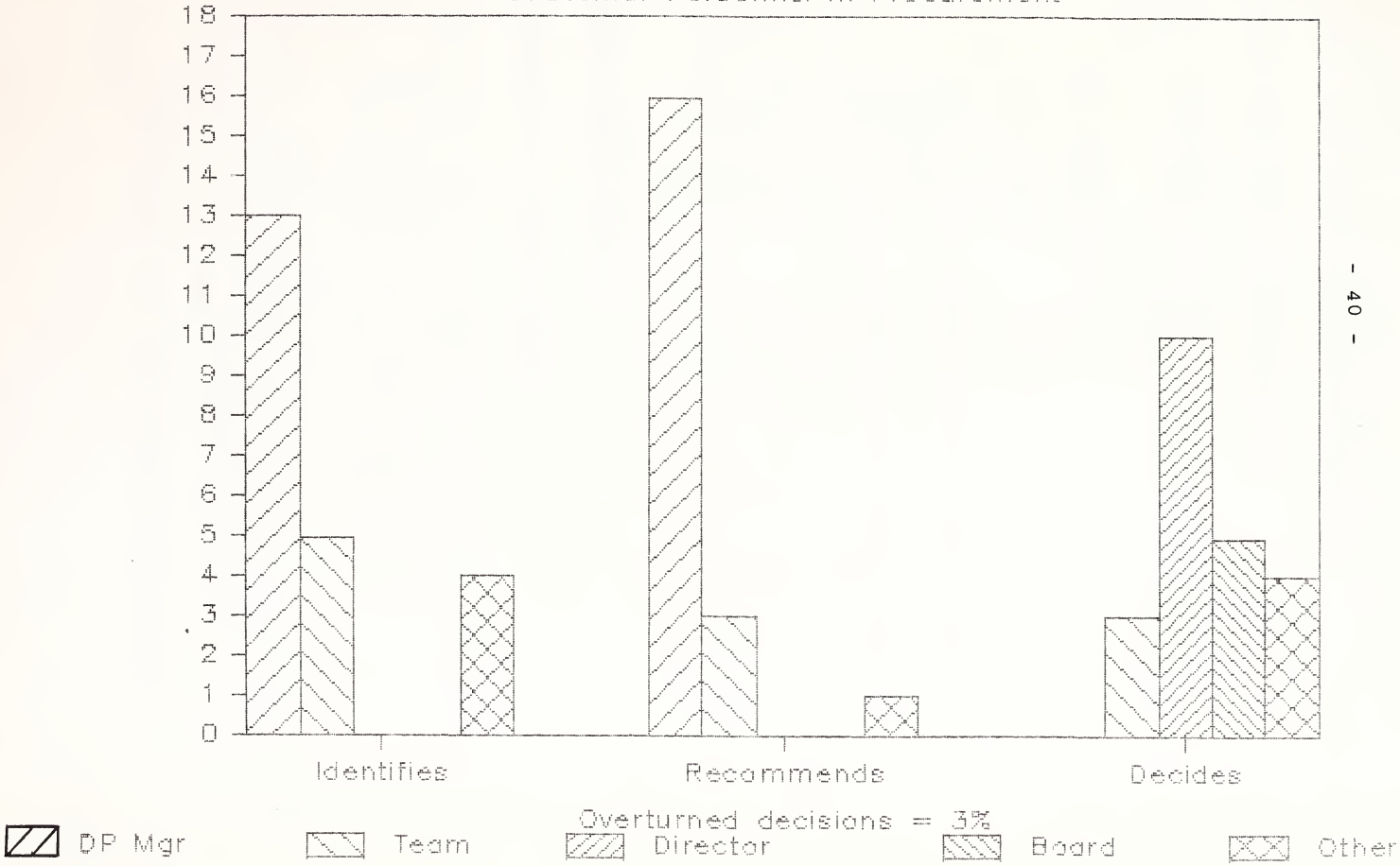


Exhibit G3--27

Customer Personnel in Procurement



- The final decision is usually taken by directors (50%) with the Board being involved in 25% of the cases. Only rarely (10%) does the DP manager himself make the decision. 3% of decisions are subsequently overturned.

2. CONSULTANTS AND PURCHASING POLICIES

- Most respondents said that they did not have a set purchasing policy - (60%). The policies which did exist were:
  - IBM compatibility
  - To have only a single CPU vendor on-site (vendor unspecified)
  - To buy from a vendor who has a significant presence in Germany.
  - to buy in co-operation with the parent company.
  - Exhibit GIII-28 illustrates the policy situation.
- The use of consultants in the decision making process is rare. Over 90% of cases said that they did not use consultants. (Exhibit GIII-29).

D. MARKET CHARACTERISTICS

1. PROPENSITY TO CHANGE VENDORS

- Exhibit GIII-30 shows that most respondents were willing to consider changing vendors. Of those unwilling to do so, the only specified reason given were fear, and satisfaction with the existing vendor.
- The most common reasons for willingness to change are cost and reliability/availability. The other reason given were to meet users' need more effectively and to utilise the newest communication techniques.

2. WHAT USERS SAY IT WOULD TAKE TO BE SOLD ON ANOTHER VENDOR

Exhibit G3—28

Set Procurement Policies

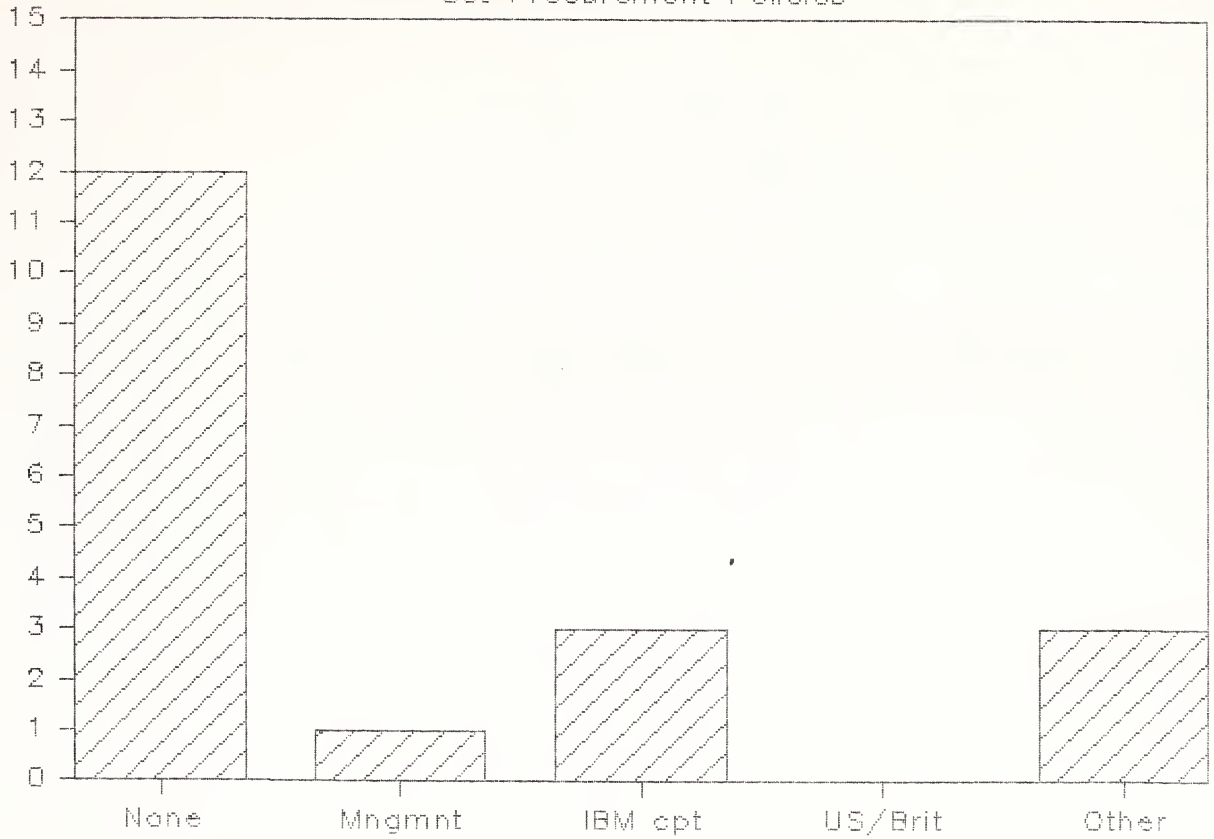


Exhibit G3-29

Consultants used in Procurement

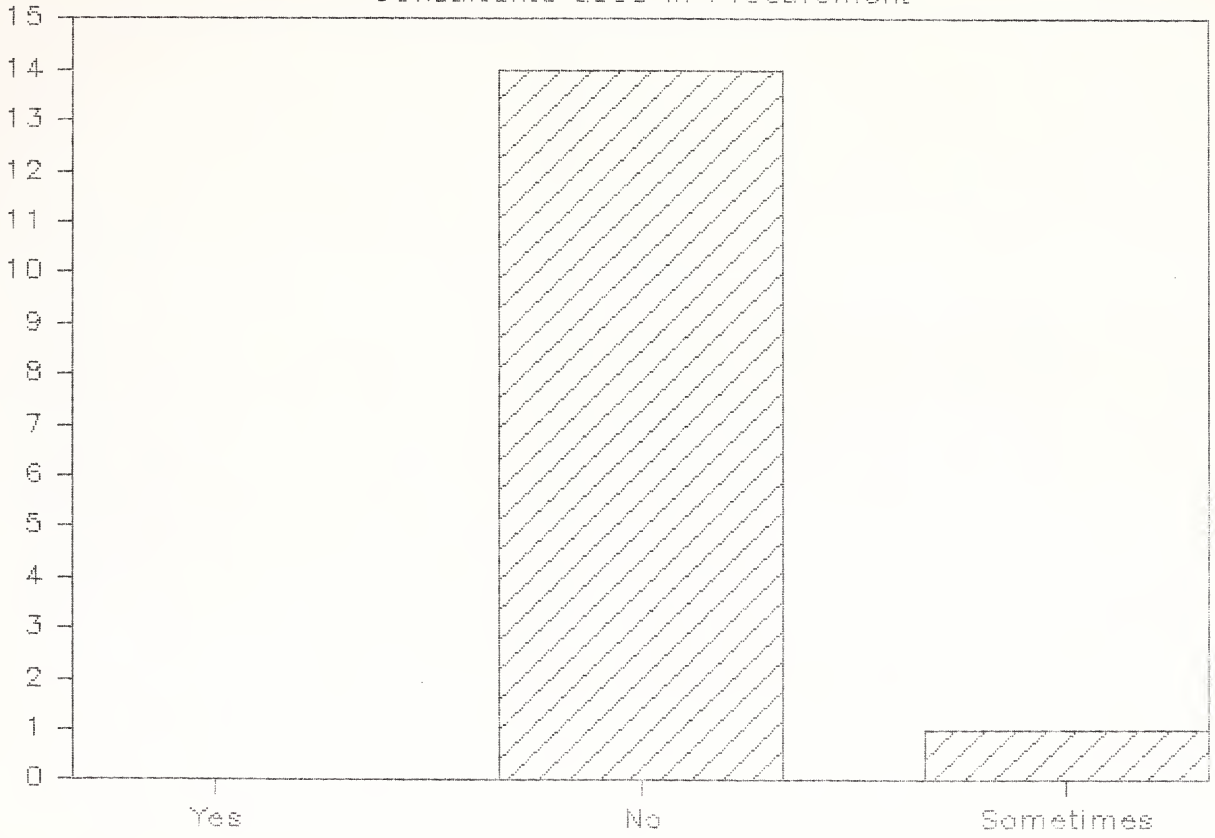
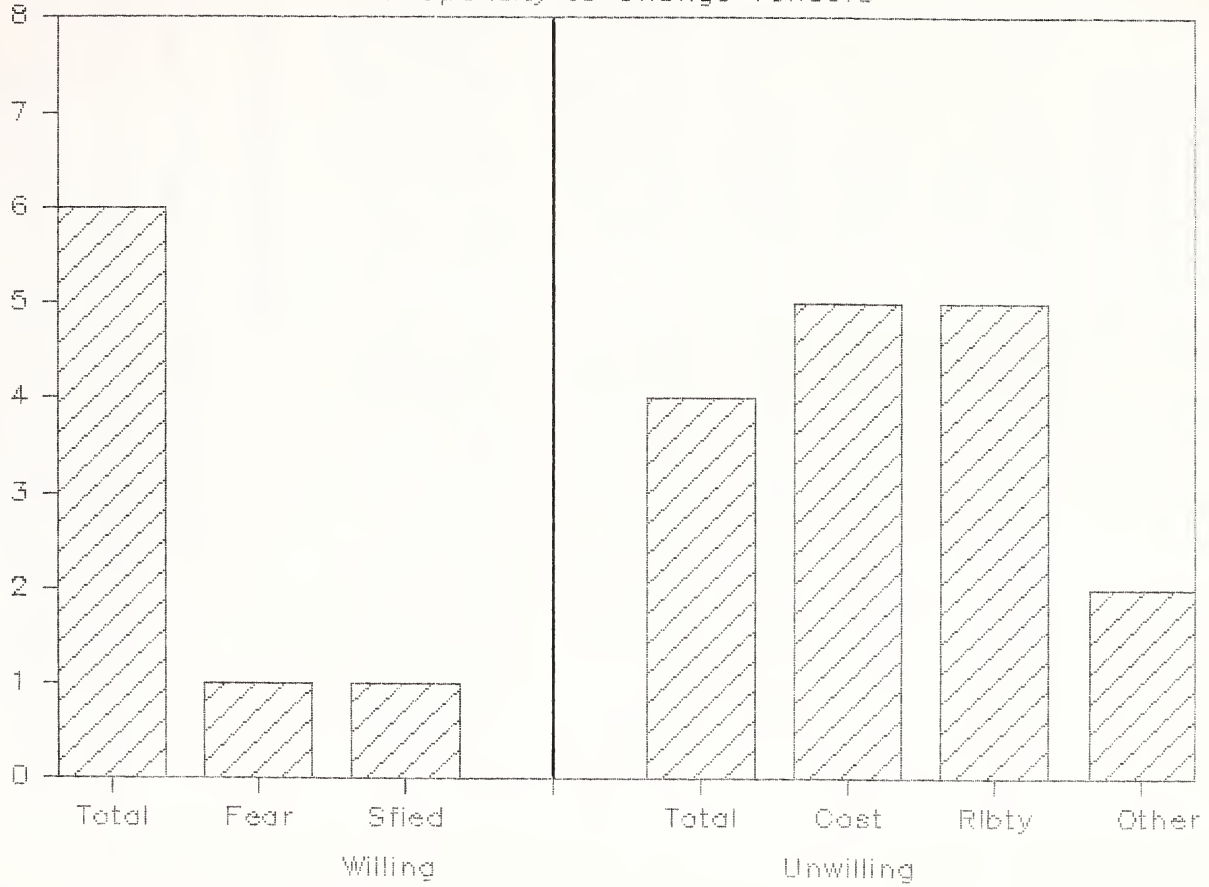


Exhibit G3—30

Propensity to Change Vendors



- Exhibit GIII-31 shows that the most important factors to be taken into consideration are:
  - Reliability/availability
  - Compatibility
  - Price/performance
- 'Other' reasons given include the 'absence of risk'; increased user demand, and the vendor's continued presence in the German market.
- Also mentioned were negative factors - changes in a current vendors policy, attitude or service level could lead to a change.

3. USERS' CONSIDERATION OF BUYING FROM PCMS AND LARGE SYSTEMS VENDORS

- Exhibit GIII-32 shows that only 1 user would not consider buying from PCMS or other large systems vendors. 14 respondents said that they would consider buying from this group.
- The most important factors quoted were performance and compatibility. 'Other' reasons quoted included improving end-user satisfaction, the availability of good peripherals and to meet future communication requirements.

E. PERCEPTIONS OF VENDORS

1. PRODUCT RELIABILITY (Exhibit GIII-33)

- NAS is outranked only by IBM, and rates equal to Amdahl.
- By comparison, the measure of actual performance shown in Exhibit GIII-11 demonstrates that NAS rates more highly than both Amdahl and IBM.

2. PRICE (Exhibit GIII-34)

Exhibit G3—31

Requirement for new Vendor

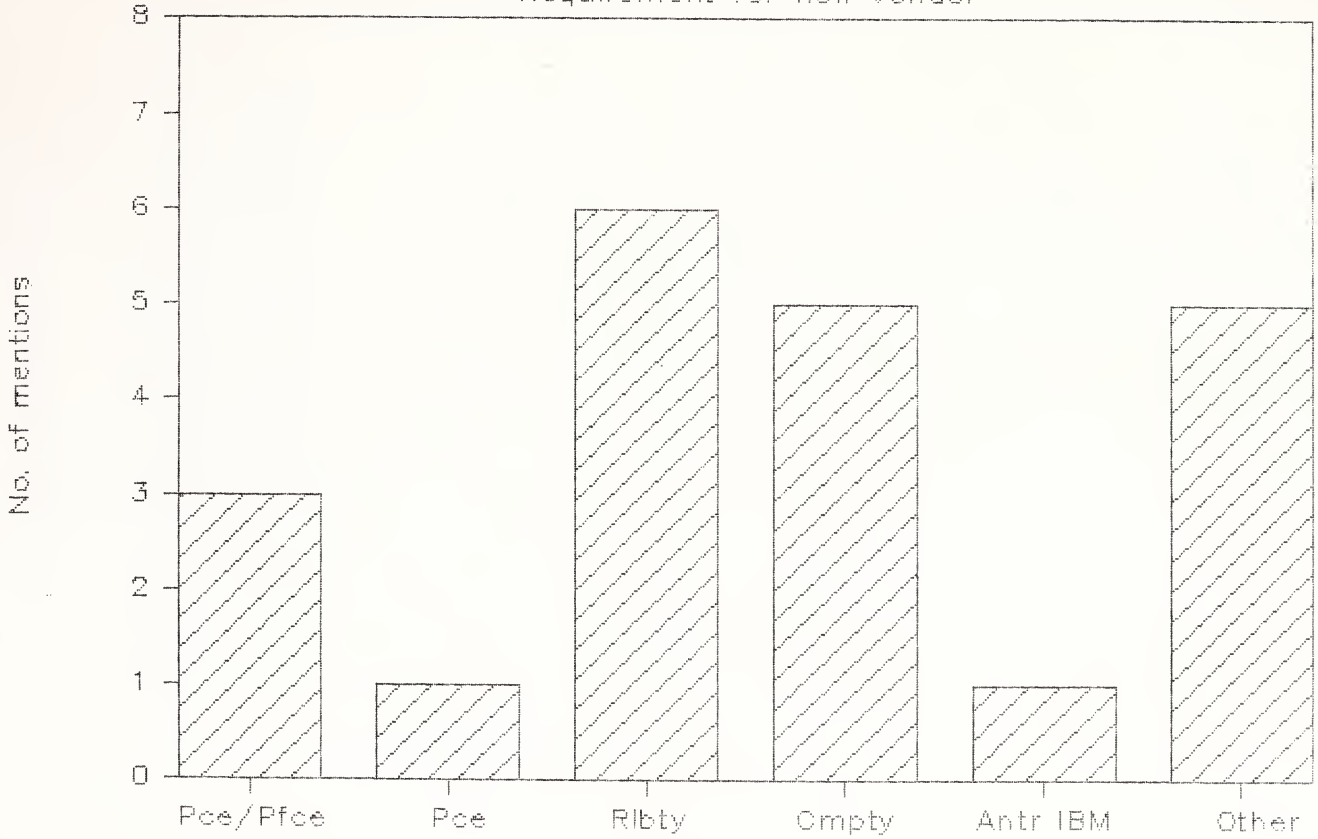


Exhibit G3-32

Consider Buying from another Vendor

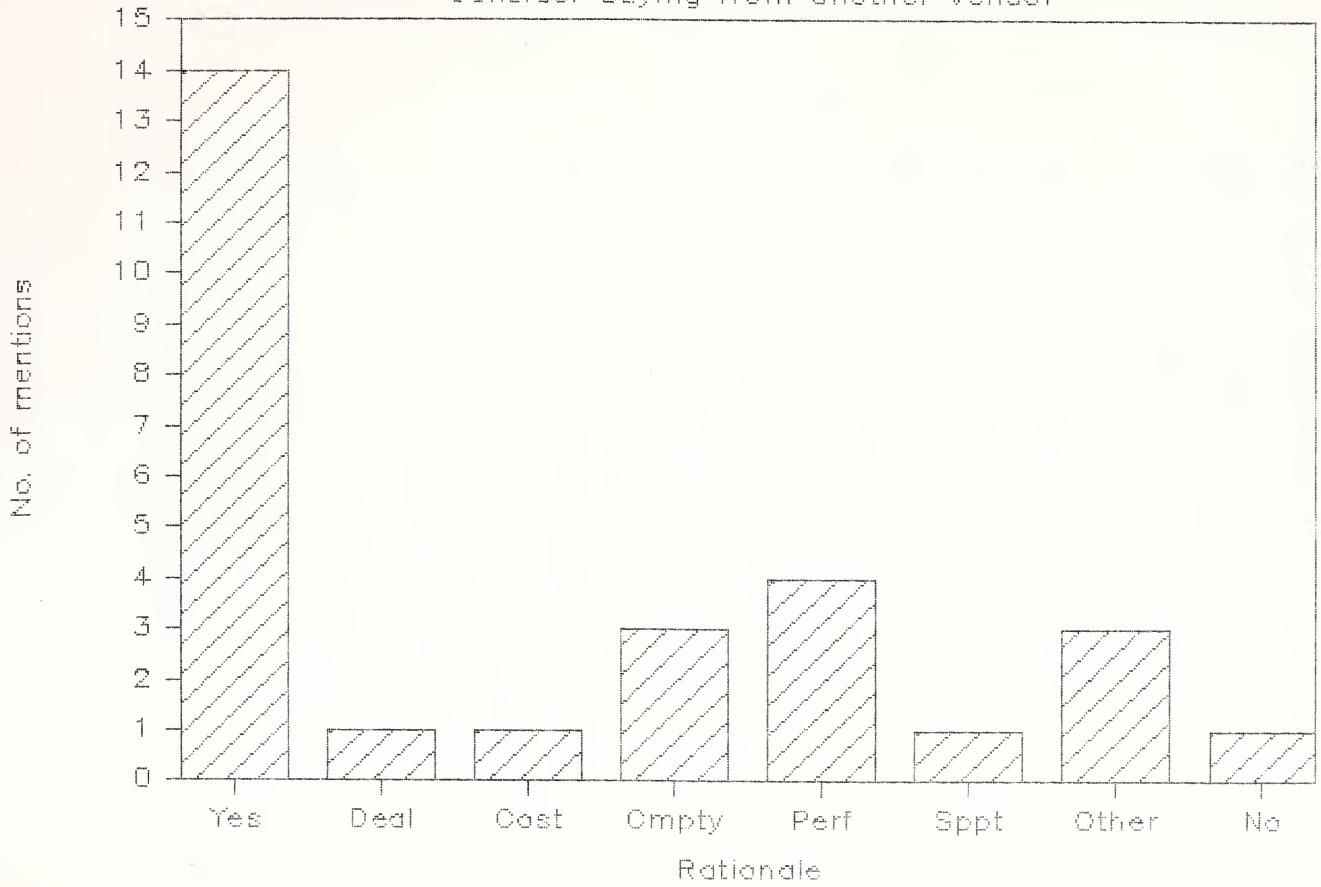


Exhibit G3—33

Perceptions : Product Reliability

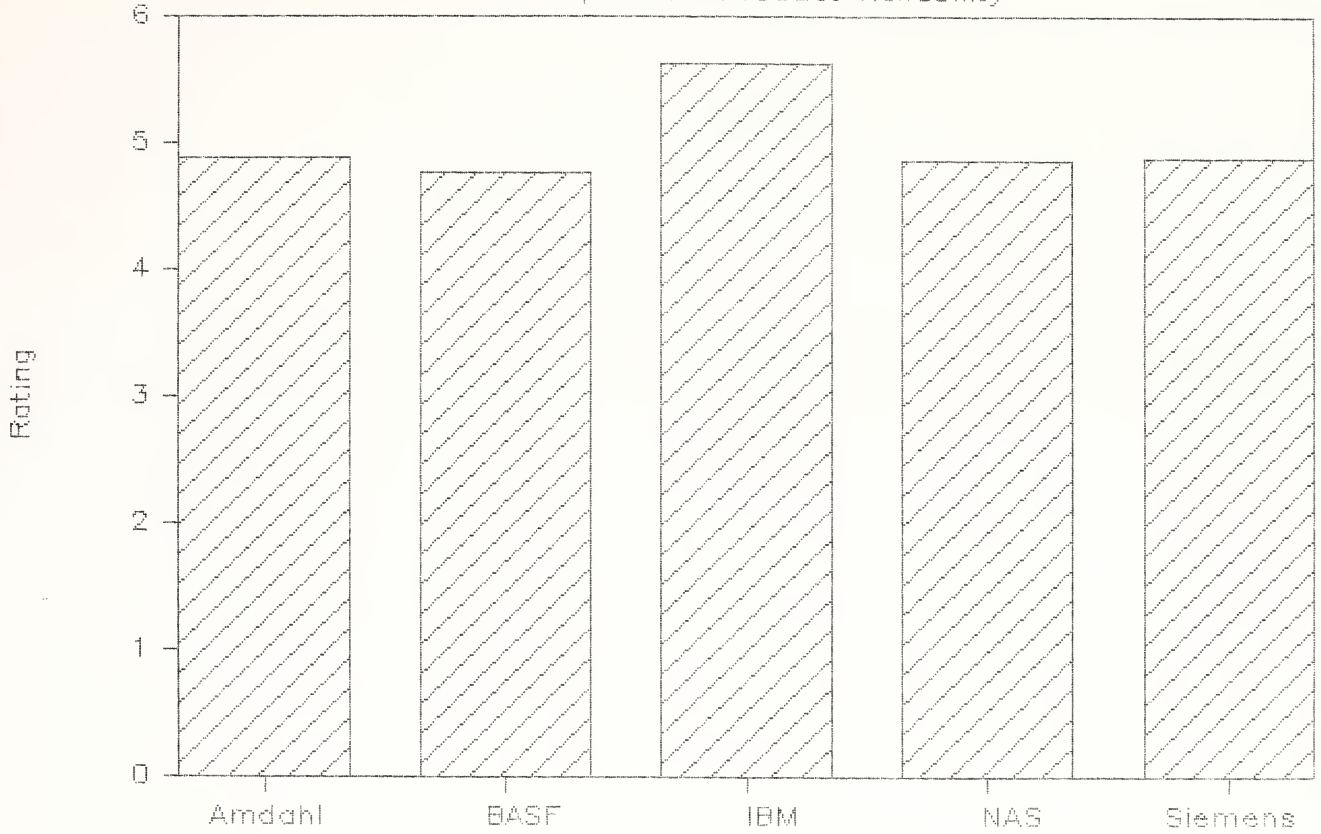
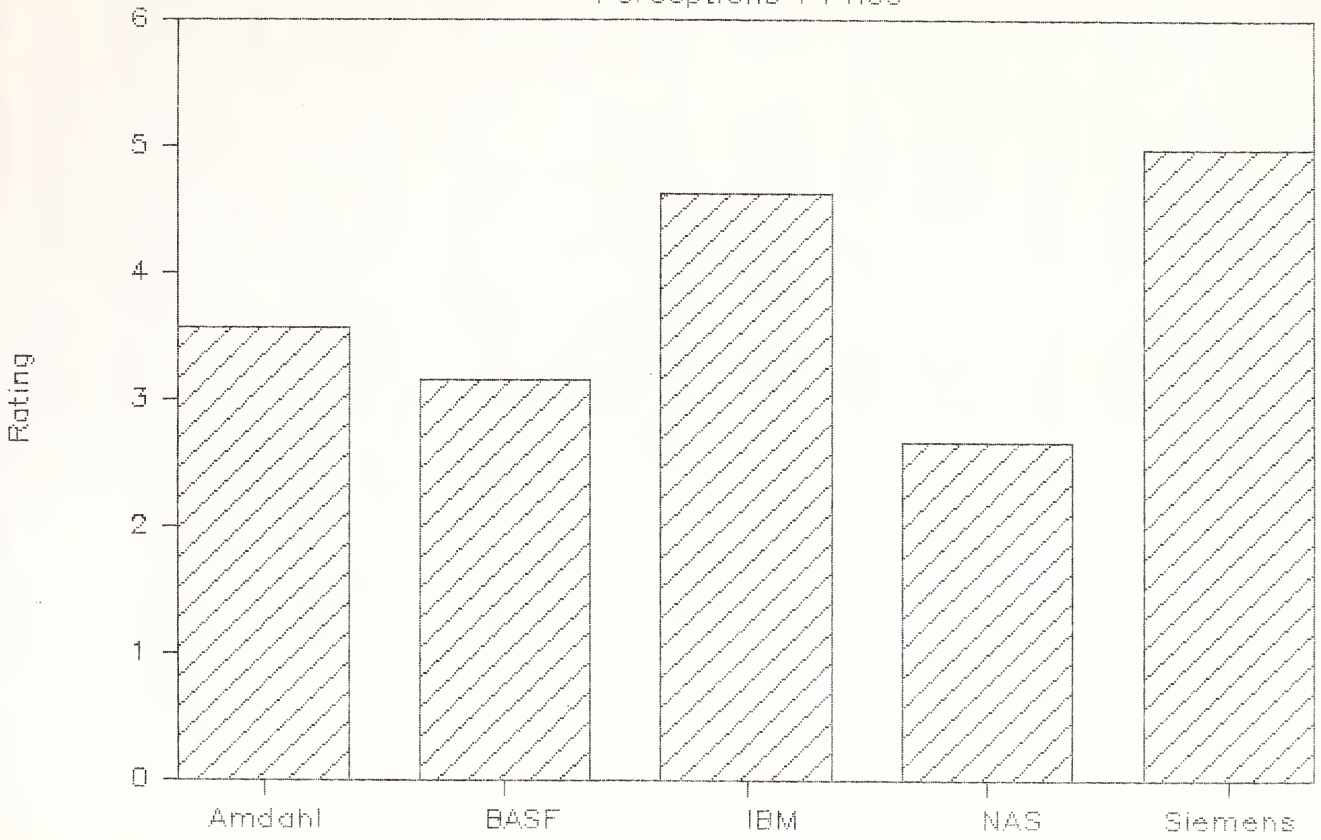


Exhibit G3—34

Perceptions : Price



- Few respondents had any perception of NAS prices (17 respondents). Among those who did reply, NAS was very badly regarded, achieving the poorest rating of all vendors.

- Among existing users, however, NAS rates second only to BASF in price. (Exhibit GIII-10).

3. PRODUCT PERFORMANCE (Exhibit GIII-35)

- NAS is ranked, with BASF, as second to IBM.

- Among NAS users, however, NAS ranks very highly in performance terms - well ahead of IBM, and second only to BASF. (Exhibit GIII-10).

4. PRODUCT RANGE (Exhibit GIII-36)

- NAS is regarded only moderately, ranking with Amdahl and BASF. Both IBM and Siemens are ranked more highly.

- Exhibit GIII-15 confirms that NAS is rated lower by its users than either IBM or Siemens. NAS does, however, out-perform Amdahl and BASF.

5. COMPANY IMAGE (Exhibit GIII-37)

- NAS rates equal with Amdahl, ahead of BASF, but trails behind IBM and Siemens.

- Actual experience (Exhibit GIII-21) confirms the poor image NAS has in the German market. NAS's own users rate is more poorly than other vendors'users.

6. MARKETING STRENGTH (Exhibit GIII-38)

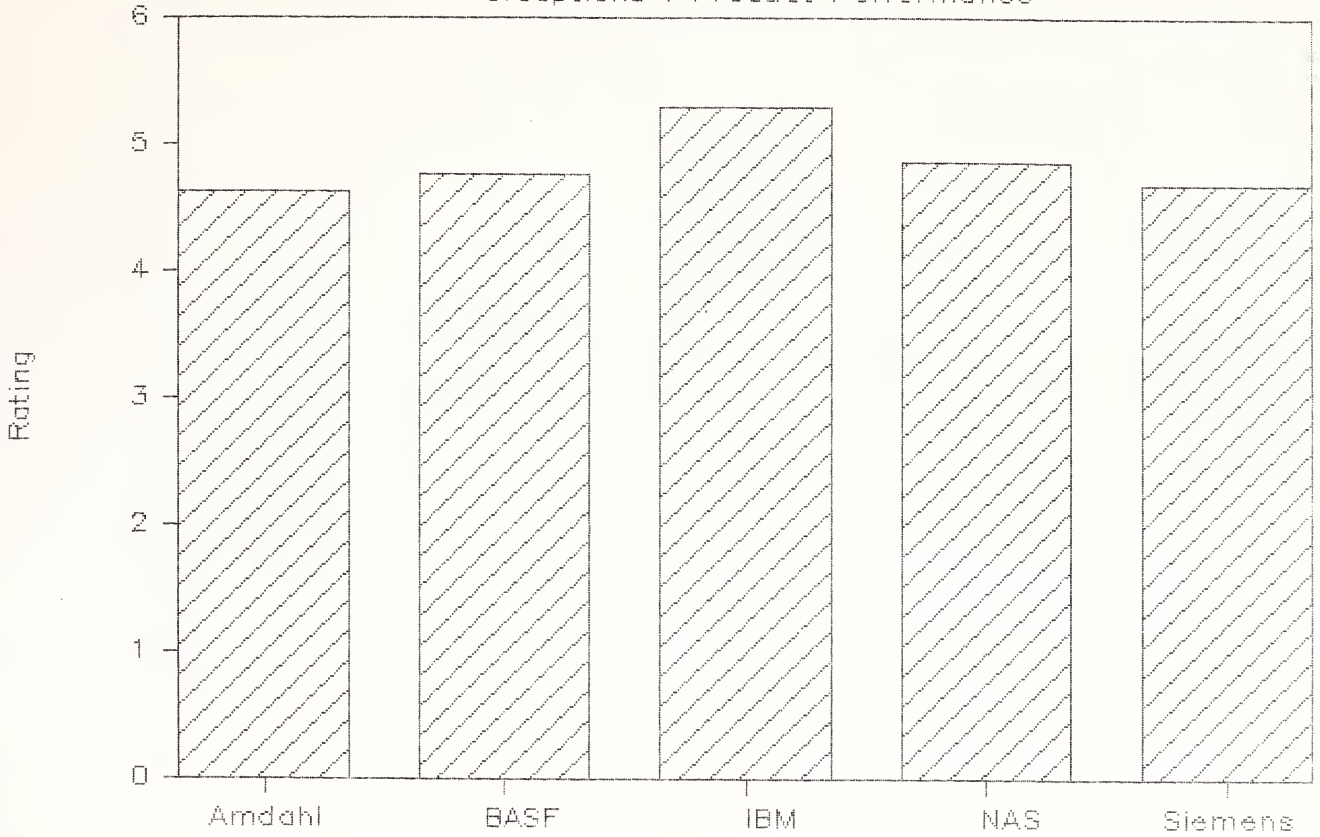
- NAS perceived marketing strength falls below that of IBM, Siemens and Amdahl. Only BASF is regarded (marginally) as being weaker.

7. PERSONNEL (Exhibit GIII-39)

- NAS personnel are less highly thought of than those of all other competitors.

Exhibit G3—35

Perceptions : Product Performance



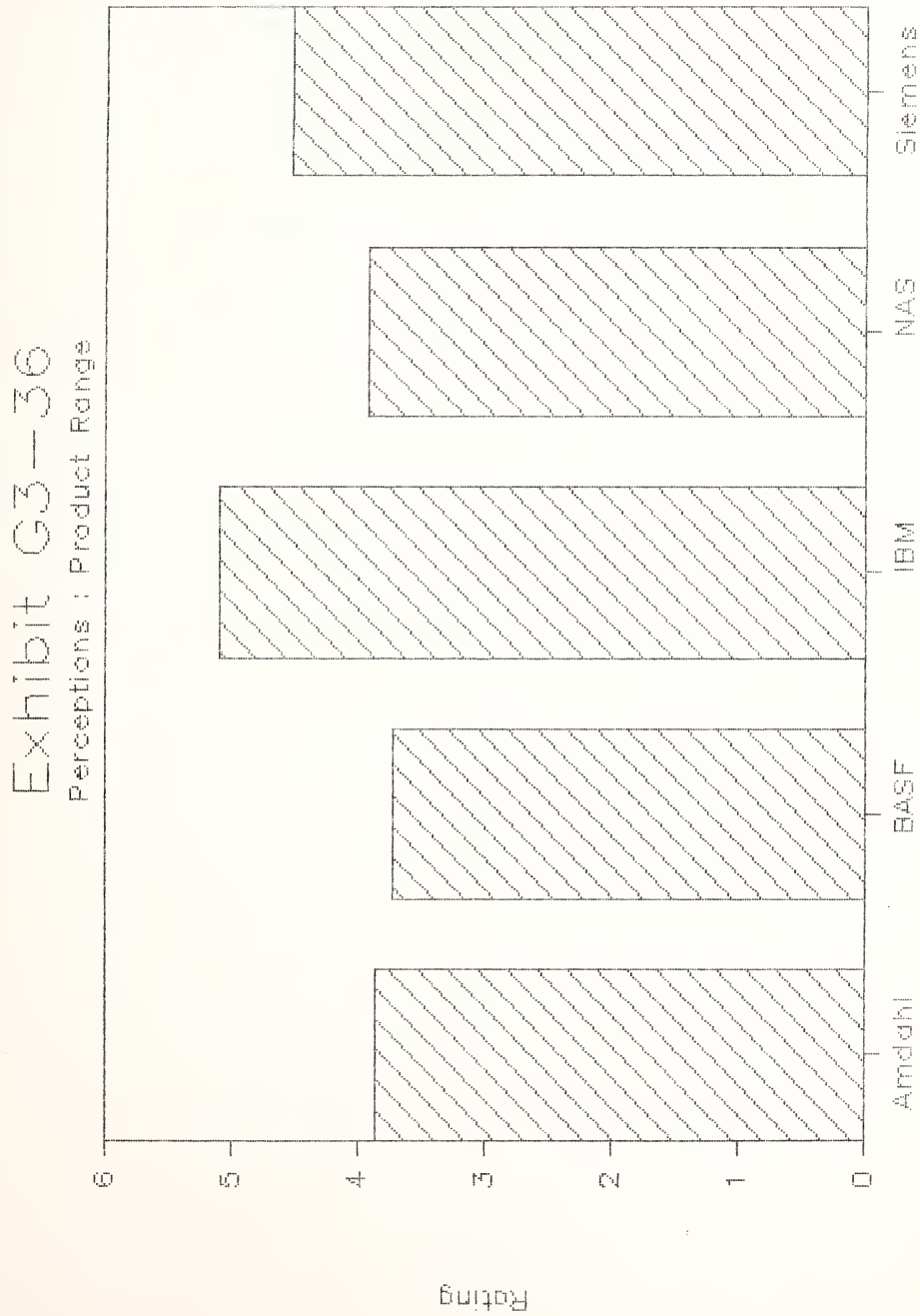


Exhibit G3-36
Perceptions : Product Range
Rating
0
1
2
3
4
5
6
Amdahl
BASF
IBM
NAS
Siemens

Exhibit G3—37

Perceptions : Company Image

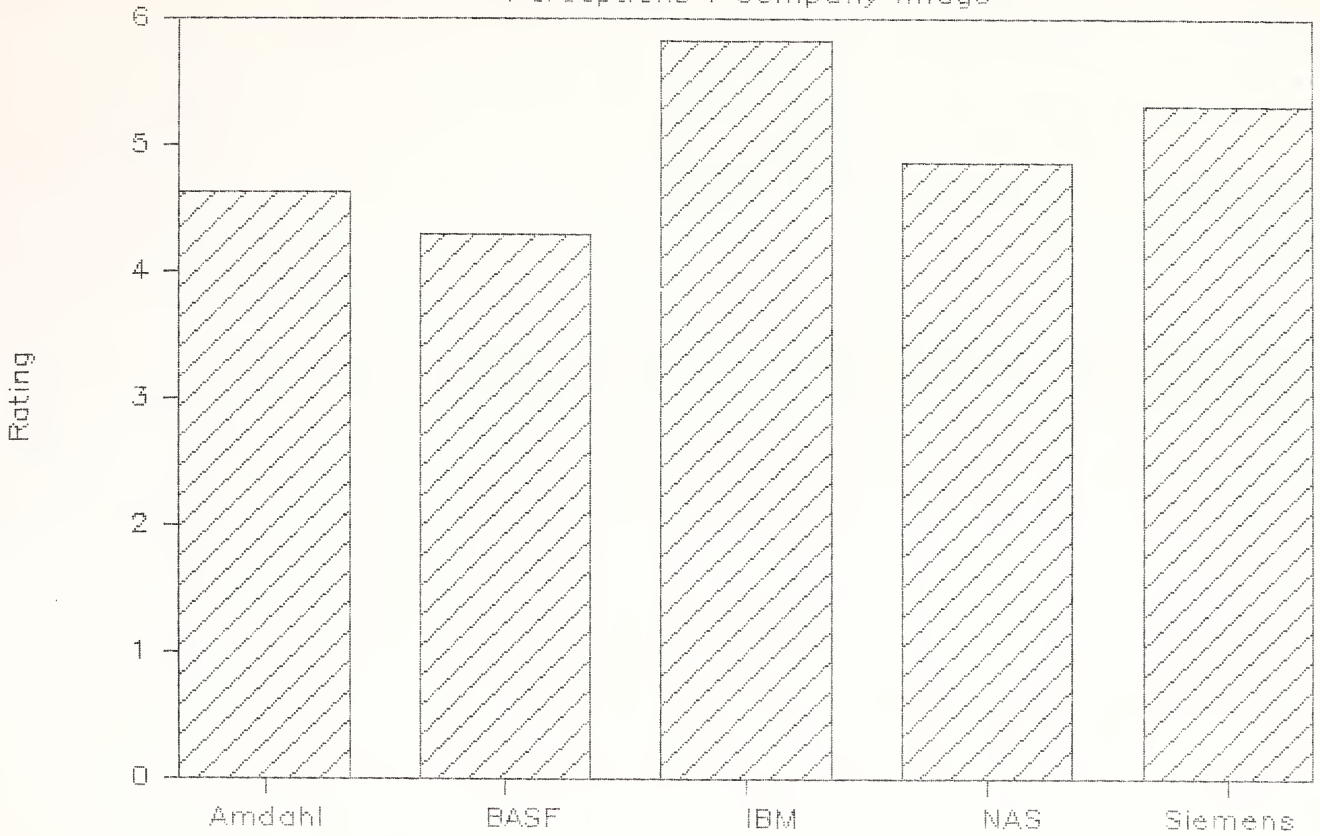


Exhibit G3—38

Perceptions : Marketing Strength

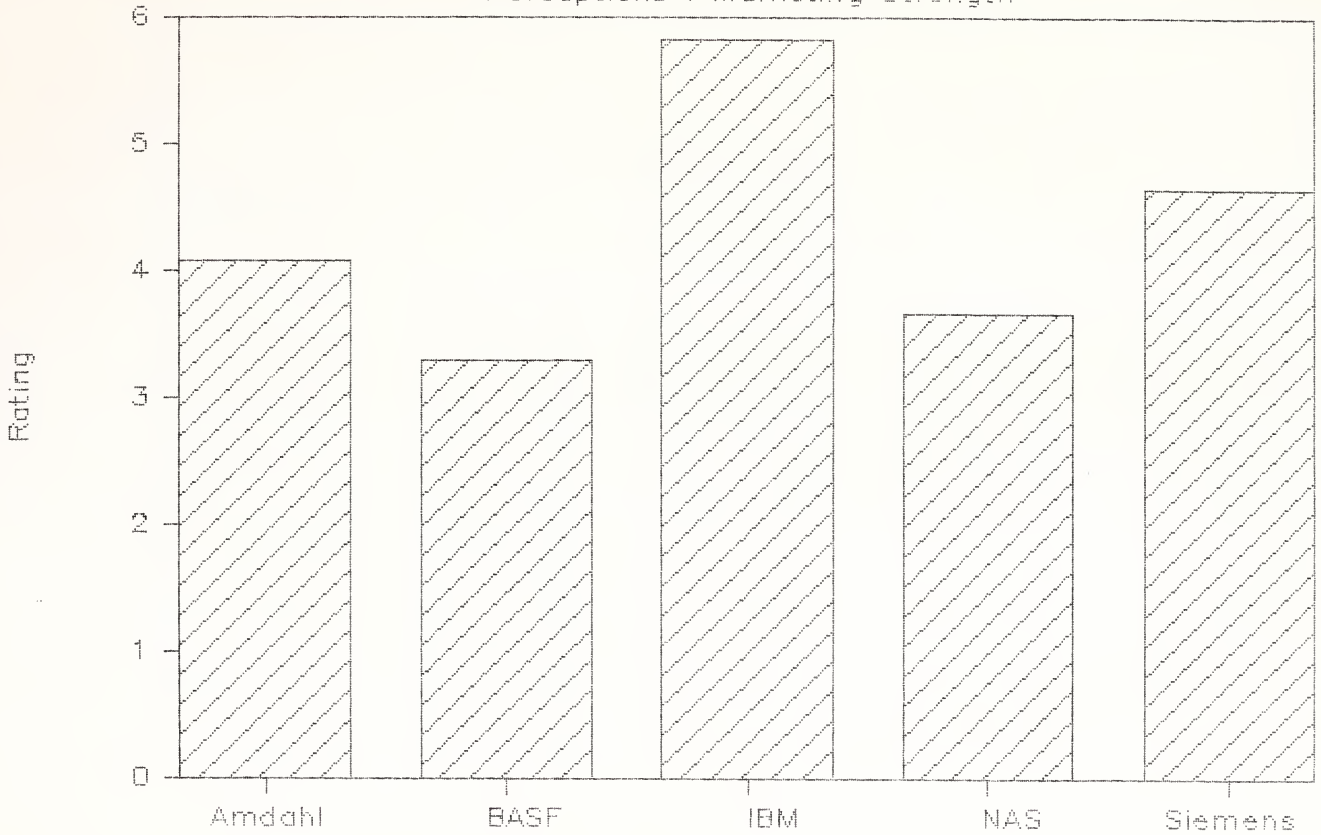
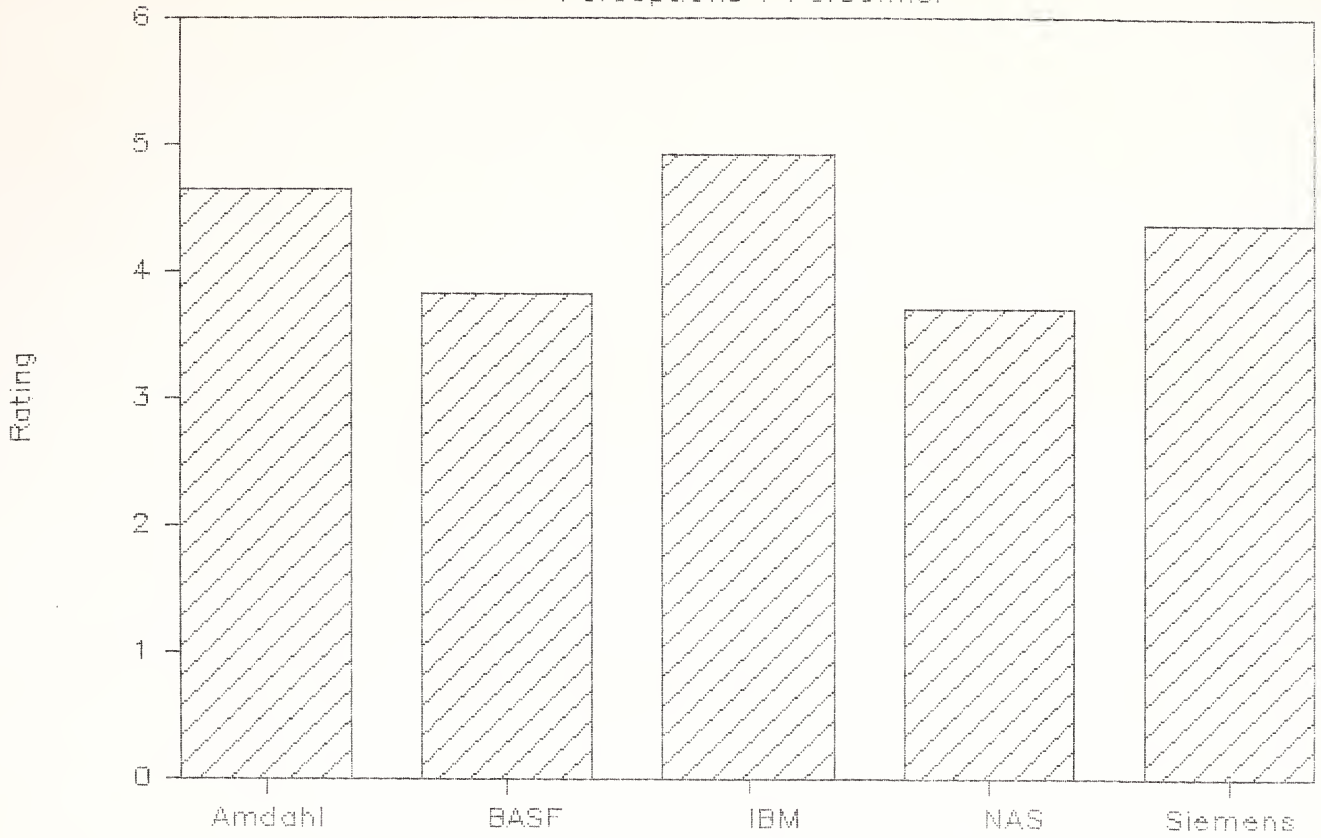


Exhibit G3—39

Perceptions : Personnel



- The performace rating given by NAS users, however, shows support personnel perform better than all other vendors except Amdahl. Systems support personnel, however, do compare unfavourably with all other vendors. (Exhibits GIII-19 and GIII-20)

APPENDIX : QUESTIONNAIRE

FRAGEBOGEN - YNAE

I. GROSSCOMPUTER

A. WAS FÜR GROSSCOMPUTERANLAGEN* SIND GEGENWÄRTIG BEI IHNEN INSTALLIERT BZW. IN AUFTRAG GEGEBEN ?

			ANZAHL		
TYP	MARKE	MODELL	INSTALLIERT	IN AUFTRAG	SACHWERT**
CPU*					
SPEICHER					
DISKETTEN					
BAND					

II. MARKENTREUE

Wie markentreu sind Sie in Bezug auf die Marke(n) Ihrer gegenwärtigen Grosscomputer - d.h. wie lange besteht die Geschäftsbeziehung schon, welche Geschäftsaussichten bestehen für die Zukunft usw. mit Begründung.

1 = keine Markentreue, habe bereits die Marke gewechselt
2 = keine Markentreue, werde Marke bald wechseln
3 = keine Markentreue, wechsle aber Marke nicht
4 = markentreu, sehe mir jedoch stets Angebote von anderen Marken für Neuanschaffungen an
5 = markentreu, sehe mir jedoch gelegentlich auch Angebote von anderen Marken für Neuanschaffungen an
6 = markentrue, sehe mir nie Angebote für andere Marken bei Neuanschaffungen an

A. Marke(n) (derzeitig)	Markentreue-Faktor	Begründung

* CPU = zentrale Datenverarbeitungs- bzw. Rechenanlage mit einem Kaufwert von £1 Mio. (ca. DM 4 Mio.)

** Sachwert der Installationen der letzten 24 Monate

B. Wie markentreu sind Sie in Bezug auf die Beziehungen zur Firma bzw. zum Produkt ? Die Markentreue gründet sich auf

A B I I .... Begründung

zu 50% auf die Firma / zu 50% aufs Produkt

" 75% " " " / " 25% " "

" 100% " " " / " 0% " "

" 25% " " " / " 75% " "

" 0% " " " / " 100% " "

C. Was gefällt Ihnen bzw. ärgert Sie an der gegenwärtigen Marke (den gegenwärtigen Marken) und ihren Produkten ?

Marke	Positiv	Negativ
"	"	"

D. Wie lange besteht schätzungsweise schon eine Geschäftsbeziehung zwischen Ihrer Firma und der grossen Marke, bevor Ihre Firma eine Anlage dieser Marke gekauft (geleast/gemietet) hat ?

Marke	Dauer der Geschäftsbeziehungen vor dem Kauf

III. TRENDS UND FAKTOREN, DIE ZUM KAUF GEFÜHRT HABEN

A. Bedarfsfaktoren

Bewerten Sie bitte folgende Faktoren der Wichtigkeit nach, die Ihnen bei Ihrem Entschluss zum Kauf eines Grosscomputers und bei der Leistung Ihrer gegenwärtigen Marke(n) zukommt.

Bedarfsfaktoren	Grad der Bedeutung für Sie	Leistungsgrad der gegenwärtigen Marke(n)
	1 = klein 10 = gross	1 = schlecht 10 = sehr gut
		A B I .....

1. Greifbare Produktfaktoren

   a) Preis (absolut)
   b) Leistung
   c) Preisverhältnis zur Leistung
   d) Produktverträglichkeit
   e) Ausbaufähigkeit
   f) Zuverlässigkeit
   g) Verfügbarkeit
   h) Qualität
   i) Arbeitsklima
   j) erforderliche Aufstellfläche
   k) fachmännische Beratung zur Feststellung Ihres Bedarfs
   m) sonstige

2. Greifbare Beratungsfaktoren

   a) Hardware
   b) Software-Wartung
   c) Systemberatung

3. Greifbare firmengebundene Faktoren

   a) Produktpalette
   b) Firmengrösse
   c) Standort der Firma
   d) Finanzlage
   e) Stabilität
   f) Dienstleistungsbetrieb
   g) Verkaufswerbung
   h) Kundendienst

4. Nicht greifbare Produktfaktoren

   a) Auswirkungen der Geräte auf die Mitarbeiter
   b) Auswirkungen der Geräte auf Kunden
   c) sonstige

5. Nicht greifbare firmengebundene Faktoren

   a) Beziehungen zu führenden Mitarbeitern
   b) Verkäufer
   c) Beratungspersonal
   d) Computerpersonal
   e) Informationsfluss insgesamt
   f) Ruf der Firma
   g) Geschäftseindruck der Firma
   h) Sichtbarkeit der Marktstellung
   i) Werbung
   j) Glaubwürdigkeit
   k) die wenigsten Unannehmlichkeiten
   l) Stil und Häufigkeit der geschäftlichen Einladungen
   m) sonstige

6. Welche dieser Bedarfsfaktoren kommt künftig eine kleiner bzw. grössere Bedeutung zu (mit Begründung) ?

B. Rolle

Was ist die wichtigste Rolle, die Sie spielen ? (z.B. Verbesserung der System-Verfügbarkeit, Kostensenkung relativ zum Umsatz usw.)

C. Externe Faktoren

Geben Sie bitte zutreffendenfalls an, ob und in welchem Masse externe Faktoren (Nationalität*, kürzere Produktstandzeit, Betriebsveränderungen usw.) Ihren Eindruck vom Produkt, von der Marke bzw. Ihre Entscheidung zur Beschaffung bzw. Anschaffung beeinflusst haben ?

* d.h. ziehen Sie Marken aus dem eigenen Land vor ?

IV. A. Wie würden Sie den Entscheidungsweg beim Kauf von Grosscomputern in Ihrer Firma beschreiben ?

Aspekt	Kommentar
1. Zahl der Beteiligten	
2. Position der Beteiligten	
3. Entscheidungszeit insgesamt	
4. Markentreue der Firma	
5. Unvoreingenommene Ausschreibung	
6. Empfehlung hinsichtlich Marke oder Berater	
7. sonstige	

B. Wer in Ihrer Firma ...

1. ermittelt den Bedarf an Grosscomputern ?

2. macht Empfehlungen ?

3. trifft die endgültige Entscheidung ?

C. Welcher Prozentsatz der Empfehlungen bzw. Entscheidungen zum Kauf von Grosscomputern bleibt erfolglos und warum ?

V. BEREITSCHAFT, DIE MARKE ZU WECHSELN

A. In welchem Masse ist Ihre Firma bereit, die Marke bei Grosscomputern zu wechseln ?

		Mass der Bereitschaft zum Wechsel	
Einstellung	Begründung	teilweise	vollkommen
1. nicht bereit			
2. bereit			

B. Unter welchen Voraussetzungen könnte sich Ihre Firma zum Kauf einer anderen Marke entschliessen ?

VI. EINDRUCK VON DER MARKE

A. Welchen Eindruck haben Sie von folgenden Firmen und ihrer Leistungsfähigkeit gewonnen ?

(1=unbekannt, 2=schlecht, 3= ausreichend, 4=befriedigend, 5= gut, 6= sehr gut)

LEISTUNGSFÄHIGKEIT	FIRMA					
	AMDAHL	BASF	IBM	ICL (nur in GB)	OLIVETTI (nur in Italien)	SIEMENS (nur in der BRD)
1. Produktpalette						
2. Leistungsfähigkeit der Produkte						
3. Zuverlässigkeit des Produkts						
4. Preis						
5. Eindruck von der Firma						
6. Marktstellung						
7. Personal						

B. Wären Sie u.U. bereit, in Zukunft von einer dieser Firmen zu kaufen, von der Sie gegenwärtig noch nichts haben ?

Warum bzw. warum nicht ?

VIELEN DANK FÜR IHREN BEITRAG

Sehr geehrter Herr ... (gentleman's name),
or
Sehr geehrte Frau ... (lady's name),

Wir danken Ihnen für Ihre Teilnahme an der INPUT-Umfrage 1983. Als kleine Aufmerksamkeit schicke ich Ihnen hiermit wie versprochen, unsere Schlüsselkette und einen Kurzbericht über die Ergebnisse der Umfrage, zu der Sie einen wertvollen Beitrag geleistet haben.

Dazu schicke ich Ihnen auch den Fragebogen für 1984 gleich mit, der auch nicht mehr als ein paar Minuten in Anspruch nehmen wird. Wenn sie ihn wieder ausfüllen und einschicken (Einsendetermin 1. April), erhalten Sie auch diesmal ein kleines Werbegeschenk.

Wir danken im Voraus für Ihre Zusammenarbeit.

Mit freundlichen Grüssen,

Ihr

A.H. Thomas,
Director, Field Service Programme, Europe